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Market news dissemination in Iowa

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MARKET NEWS DISSEMINATION IN IOWA

by

John Parry Dodds

**A Dissertation Submitted to the
Graduate Faculty in Partial Fulfillment of
The Requirements for the Degree of
DOCTOR OF PHILOSOPHY**

Major Subject: Agricultural Economics

Approved:

Signature was redacted for privacy.

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1951

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TABLE OF CONTENTS

	Page
I. INTRODUCTION	1
A. The Purpose of This Study	1
B. The Investigation	3
1. Survey of the use Iowa farmers made of market news	3
2. Study of radio and newspaper market news presentation	6
II. THE DEVELOPMENT OF MARKET NEWS IN IOWA	10
A. Market News Reporting	10
B. Market News Dissemination	16
1. Press association teletype	16
2. Radio	17
3. Daily newspapers	22
a. Type of markets covered in newspapers	23
b. Number of markets reported	23
c. Number of selected commodities reported	24
d. Market news format	25
e. Sources of market news	26
4. Other media	27
a. Specialized market newspapers	27
b. Government mimeographed reports	28
c. Commercial newsletters	29
III. THE WAYS FARMERS OBTAINED HOG MARKET NEWS	30
A. Radio	33
1. Broadcasting stations named	33
2. Station coverage	35
3. Programs listened to	38
4. Times farmers listened	42
5. Did others listen to radio hog market news for farmers who sold hogs?	44

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	page
B. Daily Newspapers	45
C. Other Media	49
1. Telephone	49
2. Miscellaneous publications	51
a. Commission firm news letters	51
b. Government mimeographed hog market reports.	52
D. Information Used in Three Important Marketing Decisions	53
E. Were Market Terms Understood?.....	54
IV. THE WAYS FARMERS OBTAINED CREAM AND EGG MARKET NEWS	55
A. Radio	57
1. Radio stations listened to for cream reports .	57
2. Radio stations listened to for egg reports ...	58
3. Times cream and egg market news programs were broadcast	59
4. Market points farmers selling cream or eggs paid attention to	60
5. Did others get cream and egg market news for farmers who sold cream or eggs?	61
6. Information used in selecting sales outlet ...	61
B. Newspapers	63
C. Other Media	64
1. Telephone	64
2. Miscellaneous publications	65
V. CHANGES FARMERS WANTED IN MARKET NEWS	66
A. Kind of Market News Reports Farmers Preferred ...	66
B. Suggested Changes for Market News	68
VI. PROPOSALS FOR IMPROVING MARKET NEWS DISSEMINATION IN IOWA	71
A. Improvements in Content of Market News	73
1. Commodities to report	73

a. Products farmers sell	73
b. Products farmers buy	76
c. Products at wholesale levels	76
2. Quality grades to cover	77
a. Hogs	77
b. Cattle	79
c. Eggs	80
d. Other products	81
3. Trend information to provide for farmers ...	82
a. Amount of change each day	82
b. Change in price related to earlier periods	82
c. Change in margins between grades	83
d. Reasons for price changes	83
e. Changes in market receipts	84
f. Changes between products	85
4. Market points to cover	87
5. Miscellaneous service information	89
a. Transportation rate changes	89
b. Public market handling fees	89
c. Changes affecting consumer demand	90
d. Other conditions affecting price	90
B. A Proposed Method for Gathering Local Market Reports Daily	91
C. Improvements in Radio Market News	97
1. Stations that should broadcast market news .	97
a. Large area coverage stations	97
b. Small area coverage stations	98
2. Times market news should be broadcast	99
3. Methods for giving reports	102
D. Improvements in Daily Newspaper Market News ...	107
1. Daily newspapers that should publish market news	107
2. The format for market news published in daily newspapers	108

	Page
E. Other Improvements in Market News	
Dissemination	110
1. Livestock market dailies	110
2. Weekly newspapers	111
3. Government mimeographed market reports ...	112
4. Commission firm newsletters	114
5. FM Radio Facsimile - A new method for disseminating market news	116
6. Television market news	121
VII. SUMMARY	126
A. How Farmers Marketing Hogs Obtained Market News	126
B. How Farmers Marketing Cream and Eggs Used Market News	128
C. Kinds of Market Reports Preferred	129
D. Farmers' Suggestions for Changing Market News	129
E. Proposed Improvements in Market News	
Dissemination	130
1. Complete market news	130
2. Radio stations	130
3. Daily newspapers	131
4. Other media	131
VIII. LITERATURE CITED	133
IX. ACKNOWLEDGEMENTS	136

LIST OF TABLES

	Page
Table 1 Sampling Errors for Selected Survey Estimates	7
Table 2 Type of Markets Reported in Newspaper Market News Columns	23
Table 3 Number of Hog and Cattle Markets Reported in Newspaper Market News Columns	24
Table 4 Format of Market Reports in Newspaper Market News Columns	25
Table 5 Source Credited for Market Reports in News- paper Market News Columns	27
Table 6 How Farmers Selling Hogs Obtained Hog Market News	31
Table 7 Radio Stations Hog Sellers Listened to for Hog Market News	34
Table 8 Hog Market News Programs Hog Sellers Listened To	42
Table 9 Daily Newspapers Hog Sellers Read for Hog Market Reports	46
Table 10 Use of Other Market News Media by Hog Sellers Using Radio and Newspapers Together Compared with Those Using Radio Only	48
Table 11 Use of Other Market News Media by Hog Sellers Who Did or Did Not Call Buyers	50
Table 12 Market Papers and Magazines Hog Sellers Read for Hog Market News	51
Table 13 Where Farmers Obtained Weight, Time and Buyer Information for Selling Hogs	53
Table 14 How Farmers Selling Cream and Eggs Obtained Cream and Egg Market News	55

	Page
Table 15 Market Information Media Farmers Selling Cream and Eggs Depended on Most	56
Table 16 Radio Stations That Cream Sellers Listened to for Cream Market News	58
Table 17 Radio Stations that Egg Sellers Listened to for Egg Market News	59
Table 18 Cream and Egg Markets Reported by Iowa Radio Stations	60
Table 19 Where Farmers Obtained Information on Egg Buyers	62
Table 20 Cost per Pound of Protein for Fattening Livestock	86
Table 21 Market Points Farmers Paid Attention to For Market News on Radio and in Newspapers	87
Table 22 News Media Coverage of Local Markets	91
Table 23 Hog Transactions, by Outlets	92

LIST OF FIGURES

	Page
Figure 1 Time of Day that Radio Stations Broadcast Hog Market News	21
Figure 2 Market Information Media Farmers Selling Hogs Depended on Most	32
Figure 3 Location of Respondents Who Mentioned Station WHO as Source of Hog Market News	37
Figure 4 Location of Respondents Who Mentioned Station WOI as Source of Hog Market News	37
Figure 5 Location of Respondents Who Mentioned Station WMT as Source of Hog Market News	40
Figure 6 Location of Respondents Who Mentioned Station WNAX as Source of Hog Market News	40
Figure 7 Time Periods Farmers Listened to Hog Market News	43
Figure 8 Kind of Market News Reports Farmers Preferred	67
Figure 9 Weight Classes of Hogs Reported in Last Sales	78
Figure 10 Kinds of Cattle Sold in Last Sale, by Market Classes	79
Figure 11 Bases of Sales for Eggs, Last Sale Before Interview	81

I. INTRODUCTION

A. The Purpose of This Study

Market news* includes information about day to day market supplies of farm products, their prices, and some estimates of expected changes in prices and supplies for the following marketing day. Reports are collected frequently and quickly distributed to news disseminators by state and federal agencies or by commercial reporting firms. Radio stations and newspapers then disseminate the market news to farmers.

In 1949, a large share of Iowa's farmers could easily obtain market news reports that covered more than 20 of their products by reading the Des Moines Register and listening to Radio Station WOI which reached into most parts of the state. The products reported by these market news disseminators were hogs, cattle, sheep, live poultry including turkeys, eggs, butter and other dairy products, corn, wheat, oats, barley, soybeans, flax seed, rye, lard, grass and legume seeds, wool and certain truck crops in the areas where produced.

*"Market news" and "market reports" are considered synonymous in this study.

This study is intended to: (1) point out the ways farmers obtained market news, (2) indicate areas in which market news dissemination falls short of providing all Iowa farmers with perfect market information on their saleable products, and (3) suggest ways market news may be disseminated so that more farmers may get more complete market news. It is believed the results and suggestions will be useful to newspaper and radio market editors and USDA Market News personnel who prepare market news for dissemination by daily newspapers and radio, the two principal media communicating market news to farmers.

This study is an analysis of portions of the data obtained in Iowa Agricultural Experiment Station project 1031 during the years 1948 to 1951. That project included a field survey of the principal ways Iowa farmers obtained and used market news. The survey was planned, conducted and analyzed under Iowa Agricultural Experiment Station Project 1031 entitled "Effectiveness of Assembling and Disseminating Agricultural Marketing Information" and United States Department of Agriculture, Production and Marketing Administration, Research and Marketing Act Project 55 in 1948 to 1950. In 1950-51, the research analysis was completed and manuscripts¹ were written at the Iowa Agricultural Experiment Station under contract with the Production and Marketing Administration.

1

Dodds, J. P. and others. How do Iowa farmers obtain and use market news? What does the Iowa farmer want from radio market news? and What does the Iowa farmer want from newspaper market news? (Unpublished research). Iowa Agricultural Experiment Station, Project 1031. 1951.

B. The Investigation

1. Survey of the use Iowa farmers made of market news

A survey of 600 Iowa farmers was conducted to find through what media Iowa farmers obtained market news. The farmers who were interviewed in this survey which took place in April and May, 1949, were those who operated census farms in the open country. Such farms included approximately 94 per cent¹ of the census farms in Iowa. Excluded were those with farmsteads within the boundaries of towns and cities. Census farms were those of three acres or more in size or those under three acres which had an agricultural income of \$250 or more in 1948.

The sample consisted of 200 small randomly selected rural areas within which there were an average of 3.47 farms. These areas were distributed over the state in such a way that at least one and generally two areas were located in each of the 99 counties. In each of these small sample areas, the operators of three randomly selected farms were interviewed. (600 farm operators).

The questionnaire used by the interviewer was designed to show what sources of market news farmers used. It sought information about:

¹
Wallaces' Farmer and Iowa Homestead. InFARmation please.
Des Moines, Iowa. 1948. p.A. 10.

1. Whether farmers had available each of the ways for getting market news such as radio, newspapers and phone calls to neighbors, buyers and commission firms on terminal markets.

2. The extent to which farmers actually used the available ways for getting market news.

3. The relation of marketing practices to ways farmers obtained market news.

4. Changes farmers wanted in market news.

For this survey radio, newspaper, specialized market newspaper and telephone were considered the ways for getting market news to farmers.

This study is related to the market news farmers used in marketing hogs, cream and eggs. These products were selected because in 1948 they were the highest three products from the standpoint of numbers of Iowa farmers selling them. Eighty-three percent of the operators sampled sold hogs, 71 percent of the operators sampled sold cream, and 72 percent of the operators sampled sold eggs in 1948.

The survey report¹ includes a thorough description of the survey including sampling technique, methods of estimation and measures of reliability.

The data in this study are presented in terms of percentages. Each percentage represents an estimate of the numbers of open country Iowa farmers having the particular characteristic as a proportion of

¹
Dodds. How do Iowa farmers obtain and use market news? Appendix A and B.

the estimated total number of open country farms described at that point in the text.

Information has been prepared which would help one decide whether the survey data come close to being the same as what would be obtained if a complete enumeration of farmers was taken.¹ Table 1 is a scale of estimated percentages of all farm operators having various characteristics observed in the survey. These can be used for approximating with a specified reasonable confidence the limits within which would be found the actual percentage if a complete enumeration were taken.

To estimate these limits (or the end points of the confidence intervals, as they are sometimes called) the "estimated relative sampling error" was computed. (Right-hand column Table 1). The desired probability that the limits will enclose the actual value must also be established. A probability of 95 percent or 19 in 20 is often chosen.

To do this the estimated sampling error in percent is multiplied by 2 (to obtain the 95 percent probability level) and this result is added to and subtracted from the estimated percent having the particular characteristic. The procedure used here is such that in repeated samples, limits constructed in this manner will enclose the actual population value approximately 19 out of 20 times or with 95 percent probability.

¹

Op. cit., Appendix A, p. 25-32.

EXAMPLE: To get the 95 percent confidence interval for "Numbers of farm operators who reported having telephones," the appropriate estimate of the survey (84.6 percent) is multiplied by the estimated relative sampling error (3.57) to get the estimated sampling error in percent. Thus:

$$84.6 \times 3.57 = 3.02,$$

the estimated sampling error in percent.

Multiply this by 2, the value which is used to get the approximate 95 percent probability level, thus:

$$3.02 \times 2 = 6.04,$$

the half width of the 95 percent confidence interval.

Now the estimated proportion of farmers having a telephone was 84.6 percent. The approximate 95 percent confidence interval is obtained thus:

$$84.6 - 6.04 = 78.56,$$

the lower limit and

$$84.6 + 6.04 = 90.64,$$

the upper limit, so that 78.56 to 90.64 is the appropriate interval.

According to the procedure used there is, therefore, reasonable confidence that the actual percentage lies between these limits.

2. Study of radio and newspaper market news presentation

Forty-five radio stations which broadcast market news during April-May 1949 were analyzed for power and position on the dial, commodities and grades reported, market cities covered and time of day of each broadcast. This information was obtained from the 31

Table 1. Sampling Errors for Selected Survey Estimates

(Sampling error as percentage of estimate)

Particular characteristic	Estimated percent of total number described (percent)	Estimated relative sampling error (percent)
No. farm operators having crop share lease	7.4	16.01
No. farm operators having cash type lease	13.1	10.24
No. farm operators who sold soybeans	25.8	8.42
No. hog farmers who pay closest attention to interior hog markets	36.6	5.77
No. farm operators with radios in cars	46.5	5.68
No. farm operators who reported receiving Des Moines Sunday Register	59.2	5.02
No. farm operators who reported selling cattle, 1948	66.3	3.74
No. farm operators who reported receiving Wallaces' Farmer	79.9	3.30
No. farm operators who reported having telephones	84.6	3.57
No. farm operators who reported receiving a daily newspaper	90.3	3.09
No. farm operators who reported having at least one radio in working condition Jan. 1, 1949	97.6	2.84

Iowa stations that broadcast market news and 14 out-of-state stations farmers mentioned as sources of market news. There were 41 radio stations in Iowa in April-May 1949. Ten did not broadcast market news regularly.

This radio market news information was obtained by mailing questionnaires to each of the stations. Those stations that did not answer the mailed questionnaire were interviewed by telephone and, in some cases, by personal visit. All information gathered from each station was transferred to a uniform program schedule which was returned to each station for verification and signature of the farm director or program director. The data in these verified program forms were then analyzed for the study of the market news material broadcast over radio stations to which farmers listened for market news.

The market news columns of 31 daily newspapers were analyzed from the standpoint of market places covered and commodities and grades reported. Each newspaper's market news columns were studied to determine what items were published in tabular form, text form or both and what market news office, news wire service or other source supplied the market news they published.

The 31 daily newspapers studied were the 28 Iowa dailies and three out-of-state dailies that farmers said they read for market news on one or more of the survey commodities. Forty-five daily newspapers were published in Iowa in 1948.

Historical material on market news reporting and dissemination was obtained by a review of the available literature on the subject and correspondence with people familiar with the early methods of disseminating market news.

II. THE DEVELOPMENT OF MARKET NEWS IN IOWA

A. Market News Reporting

The evolution of market news is generally associated with changes in the marketing practices, the means available for news dissemination and the facilities of transportation. In early days when droves of hogs were driven to rail loading points, market reporting activities were limited. There was no widespread use of telegraph and telephone. Radio was not in general use until much later, after 1920. Special livestock market newspapers such as the Chicago Daily Drivers' Journal and the Sioux City Livestock Record, established in 1872 and 1901 respectively, were the principal sources of market news for their markets. Papers of this type were said to be biased in that they covered their market almost to the exclusion of others and in some cases slanted news in favor of the market they served.¹ Moreover, the grade terms and weight classes of livestock were not uniform between markets. These facts made it difficult for farmers to compare the prices paid on different markets by reading these newspapers. Yet such publications were the only means farmers had for getting market information.

¹
Dowell, A. A. and Bjorka, K. Livestock marketing. New York, McGraw-Hill Company, Inc. 1941. p. 342.

Private sources of information were developed at an early date for country dealers in farm products. These private market-reporting agencies were established to supply the growing demand for information on trading. Their reports were, however, largely based on inaccurate and limited estimates.¹ Since these reports were the only advice quickly available and only dealers received them, the producer was at a disadvantage in bargaining with those buyers who were thus better informed about actual market conditions.²

A growing demand for unbiased and timely market information available to farmer, dealer and processor alike eventually resulted in the establishment of what are now the Market News Services of the United States Department of Agriculture. The purpose of these agencies has been to collect and regularly and promptly distribute accurate and complete information concerning current market conditions and to aid in the effective distribution and fair pricing of farm products.³

¹ Ensrud, A. G. A history of the origin and function of the Federal Bureau of Markets. Unpublished M.S. Thesis, Chicago. University of Chicago. 1922. p. 66.

² U. S. Production and Marketing Administration. The market news services of the United States Department of Agriculture, U.S. Dept. Agr. June, 1949. p. 1. See this publication for a complete review of the history of the market news services.

³ Ibid.

The market news reporting system of the United States Department of Agriculture was established by Act of Congress approved March 4, 1913. This Act enabled the Secretary of Agriculture "to acquire and diffuse among the people of the United States useful information on subjects connected with the marketing and distribution of farm products."¹

The first market news report was issued in 1915 on movement and prices of strawberries.² In 1916, the Office of Markets of the USDA started disseminating grain and livestock news. Activities were widened in 1917 by establishment of livestock market news offices in Boston, New York, Philadelphia, Washington, D. C., Chicago, Omaha, Kansas City, Portland and Fort Worth. In 1918, arrangements were made to report trading and prices at public livestock markets. The first reports were released from the Union Stock Yards, Chicago, June 1, 1918. Dairy and poultry reports of important central markets were begun the same year. Improvement and expansion of the reporting system continued in following years.

In Iowa a livestock market news office was opened at the Sioux City market³ for seven and one-half months following November 15, 1918. The present office serving that market was opened in 1928 to report livestock prices and trading conditions there. A year

¹ U. S. Department of Agriculture, Yearbook of 1913. 1914. p. 27.

² U. S. Production and Marketing Administration. op. cit. p. 2.

³ Ensrud, A. G. op. cit. p. 166.

later Des Moines became the center for reporting direct hog and sheep marketing activities among shippers, concentration yards and packers in Iowa and southern Minnesota.

The World War II years witnessed growth of federal-state co-operation in market news reporting. This co-operation resulted in greater uniformity of market reporting terms and reporting methods among the different areas.¹ Waste and duplication of efforts also were reduced. By 1949, thirty-seven states had entered into co-operative agreements with the Federal Market News Services.² Iowa has such an agreement covering reports on hog, sheep, egg and poultry markets.³

The USDA Market News Services are now organized under six branches within the Production and Marketing Administration; viz.: cotton, fruit and vegetable, grain, dairy and poultry, livestock and tobacco. The Livestock Market News Service is in the Livestock Branch of the PMA, for example.

The Production and Marketing Administration has outlined its present service in the following quotation.⁴

¹ U. S. Production and Marketing Administration. op. cit. p. 4.

² Ibid.

³ U. S. Production and Marketing Administration. U. S. Department of Agriculture market news service in the Midwest. U. S. Dept. Agr. May, 1949. p. 5.

⁴ U. S. Production and Marketing Administration. Program for development of the market news service of the United States Department of Agriculture. U. S. Dept. Agr. January, 1950.

To secure the market news information, reporters interview buyers and sellers at markets during trading hours. They inspect records, observe transactions, collect reports of rail and truck unloads, warehousemen's stocks in storage, and make numerous contacts with other groups. The primary contacts are made in person or by telephone. Data from other contacts are secured by means of mail and telegraph.

(The Des Moines office makes daily reports on direct hog and lamb marketing. The information is obtained by phone from 14 packing plants and 30 concentration yards in Iowa and Southern Minnesota.)

Data secured locally are assembled and analyzed by the local reporters and integrated with data received from market news reporters at other points and adapted for local use. The basic data collected are also relayed to Central market news offices for further analysis and integration into reports covering prices, movements or other information for a broad region or in some cases for the entire country.

Every available means of disseminating the market information is used--mail, press, radio, telephone, telegraph, bulletin board and trade and farm publications of various kinds. Even though there is no market news office putting out information in a local area, a farmer may, by listening to his radio or reading his newspaper, find out about prices and marketings at nearby places where the market is reported.

The service is provided by the Federal Government and supplemented through co-operative agreements between the Department and 38 states, including Hawaii. The work is performed through permanent and seasonal offices maintained by the Department in about 85 cities and towns in major producing and consuming areas. In addition there are some reports issued at offices maintained entirely by the States. This entire system of market news stations is linked together by a communications system of nearly 10,000 miles of leased wire to permit rapid relaying of the information.

In 1944, Paul Mehl described the releases of a large office as follows:¹

The Chicago office of the livestock branch of the Market News Service prepares a number of daily reports pertaining to the livestock market, only one of which is mimeographed and sent out by mail. That is called the "Livestock Market Report" and is issued shortly after 2 p.m. each day. The Thursday issue contains a weekly summary.

The report covers the Chicago cattle, hog and sheep markets and such other information as is deemed desirable on the interior Iowa-Southern Minnesota direct hog markets, the prices paid for livestock at the St. Louis, Omaha, Kansas City and South St. Paul stockyards and the receipts of livestock at 12 markets.

In addition, . . . there are 25 intra-day reports of various kinds issued Most of them are statistical statements and market flashes and reviews sent out over the government's leased-wire to all points covered by the circuit and to such other places to which the information is relayed by the Washington, Kansas City, and San Francisco offices. Five times during the day certain statements are prepared for the telegraph companies to be sent to those 94 subscribers of the Commercial News Dispatch located in 29 states who desire daily telegraphic information pertaining to the livestock market at Chicago.

. . . several times during the day certain material, called a press wire, is given to the United Press, the Associated Press, the Trans-radio Press, and the Illinois Telegraph News. This is sent to 1,500-2,000 newspapers and radio stations that receive reports through these four organizations.

¹
Mehl, Paul. An appraisal of the market news service in the Midwest region. Unpublished preliminary report. Program Appraisal Division, U. S. Dept. Agr. January 1, 1944. p. 7 and 8.

B. Market News Dissemination

1. Press Association teletype

Newspapers and later, radio stations, have been receiving market news since the beginning of wire news services.¹ The United Press started carrying market reports when that organization was founded in 1907.² The first market news reports disseminated by United Press were livestock reports gathered by the Chicago Drovers' Journal. Grain reports from the Chicago Board of Trade were added in 1910.

Today, Federal and Federal-State market news offices prepare market information for release to newspapers and radio stations in all parts of the country through the facilities of Associated Press, United Press, International News Service and Trans-radio Press. In addition, the Production and Marketing Administration's Information Branch area offices located in Atlanta, Chicago, Dallas, New York and San Francisco make special consolidated market reports available to all of these press associations. These reports cover

¹ Montgomery, H. T., New York, New York. General Business Editor, Associated Press. (Private communication.) 1949. Mr. Montgomery wrote that "market news has been an integral part of the news report of the Associated Press since its founding (in present form, 1900)."

² Walzer, M. C., New York, New York. Financial Editor, United Press Associations. (Private communication.) 1949.

all major commodities for each market within the area served and are released for mid-morning, afternoon and overnight transmission.

2. Radio

The first radio market news broadcast by voice went out February 19, 1921, over the radio station of the University of Minnesota using the call letters 9XI.^{1,2,3} As the station had only 5-watt power, it covered a very small area. In April, 1922,⁴ 41 radio stations were licensed to broadcast market reports. Since that time radio broadcasting has become increasingly important in market news dissemination.

¹
U. S. Production and Marketing Administration. The market news services of the USDA. p. 3. Other sources indicate the following earlier broadcasts of market news by voice.

²
Menzer, Carl H., Director, State University of Iowa, Iowa City, Radio Station WSUI. (Private communication.) March 13, 1950. In this letter Mr. Menzer said, ". . . Our market reports in 1919 were obtained either from our University of Iowa publication, the Daily Iowan, or a local broker's office. I do remember that a microphone was installed in a local broker's office where market broadcasts were made daily." The call letters of WSUI in 1919 were 9YA.

³
Shurick, E. P. J., The first quarter century of American broadcasting. Kansas City. Midland Publishing Company. 1946. p. 286. In chronology of milestones. "In 1919: Market broadcasts from the University College of Agriculture begin on 9XM, later WHA, University of Wisconsin, Madison, Wisconsin."

⁴
U. S. Bureau of Markets and Crop Estimates. Radio market news service. U. S. Dept. Agr. Radio Information Circular No. 1 (Revised) April 15, 1922. p. 16 and 17.

In 1949, there were 1,137 stations broadcasting market news in the United States.¹ Some stations broadcast only a single terminal or local market, while others may provide information on several market points received through their press association teletype service. Some stations broadcast these market reports several times a day. In Iowa, thirty-one radio stations were broadcasting livestock market news in 1949.² Two radio stations gave information on but one market; eleven stations reported two markets and eighteen stations reported three or more markets. The largest number of markets was broadcast by the Iowa State College station in Ames, WOI, which gave reports on 8 markets.*

WOI started its market news service in 1922³ with a schedule of livestock market reports incorporated with weather forecasts. At first the market report was copied for voice broadcast from the code transmissions of the government station at the Naval Training

¹ U. S. Production and Marketing Administration. Directory of market news broadcasts. May-June, 1949. Typewritten, U. S. Dept. Agr. 1949. p. 1.

² Ibid.

³ History of Radio Station WOI. Unpublished research, Ames, Iowa. Iowa State College. Typewritten copies in Radio Station WOI files.

* Radio market report broadcasting information was obtained for April-May, 1949 by mail and personal interviews with all Iowa AM stations that broadcast market news, and those out-of-state stations mentioned by farmers interviewed.

School near Chicago.¹ In July, 1926, following a congressional appropriation, the United States Department of Agriculture leased wires were extended to WOI for broadcasting federal livestock market news reports.²

After continuous expansion and improvement, the station now serves a state-wide farm audience. An agricultural economist has been assigned as full time market news analyst and broadcaster since 1943. In addition to USDA livestock wire and AP and UP news services, WOI has teletype service from the Des Moines federal-state Market news office for Interior Iowa and Southern Minnesota hog and sheep reports and Iowa egg and live poultry reports. The station also receives a Chicago Board of Trade grain ticker service on Chicago cash and future grain prices as well as lard futures. Produce reports which cover eggs, live and dressed poultry and butter for Chicago and New York markets are received through Western Union. A Chicago brokerage firm provides a teletype Chicago soybean oil market report during the day. The WOI service is regarded as the most complete and timely market report available on most commodity markets that affect Mid-western agriculture.

¹ Ibid.

² Iowa State College. Broadcasting schedule, WOI. Official Publication. Vol. 25, No. 31, Dec. 29, 1926. Ames, 1926. p. 3.

A complete review* of the hog market news programs on all stations farmers named indicates that in 1948 and 1949 the 8:34 to 10:00 a.m. mid-morning broadcasts reported the prices paid for hogs soon after the terminal and interior market trading began. Market reports after 10:00 a.m. usually covered the prices that had become established for the remainder of the day. Market news on noon farm programs was found to be much the same as that available to farmers after 10:00 a.m.

Most of the early morning farm programs (6 to 7:30 a.m.) contained little current market information. Those programs included farm organization and meeting news, national and state farm news, production information, music and commercials plus a review of the previous day's markets and early estimated livestock receipts expected at major terminal markets. In the evening a brief mention of the day's top prices was often included on the general news broadcasts.

[Radio stations indicate by their programming that they consider the two best times for broadcasting special programs for farm audiences to be at noon and during the early morning hours from 6:00 to 7:30 a.m.] Figure 1 shows that the highest and next highest

* See asterisk p. 18.

percentages of stations were broadcasting programs containing some hog market news during those hours in April and May, 1949.

The time pattern for broadcasting market news on other commodities was much the same as that for hog markets. This uniformity is largely due to the practice of covering several commodities in one broadcasting period.

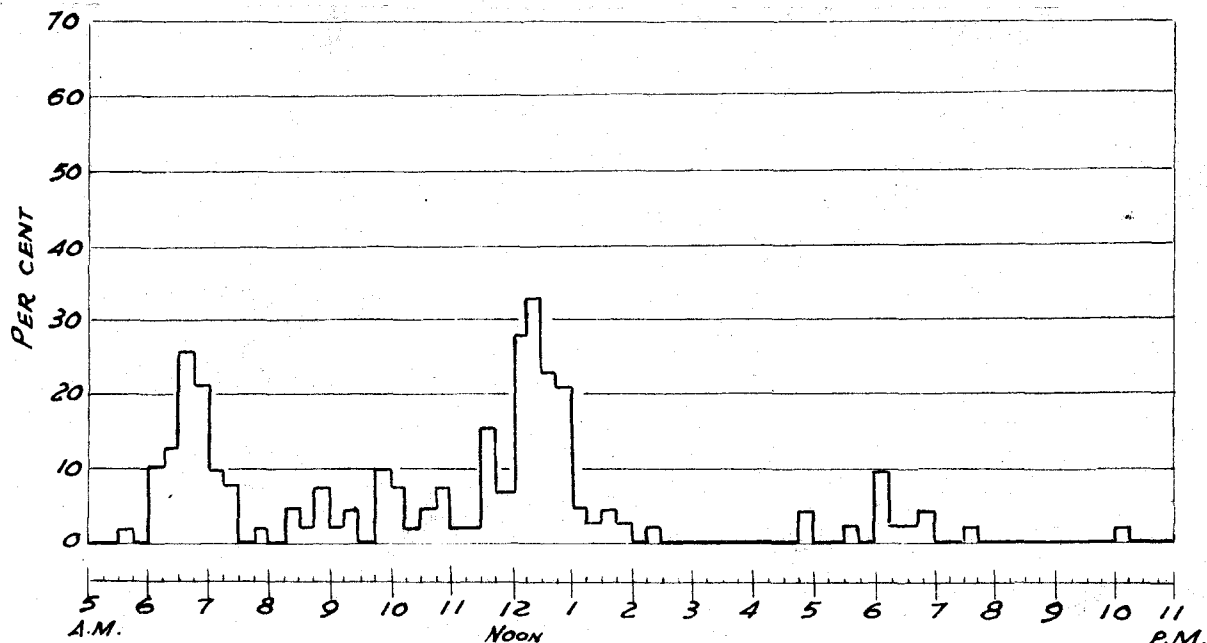


Figure 1. Time of Day that Radio Stations Broadcast Hog Market News. Each bar represents the percent of stations broadcasting by 15 minute periods.
(percent of all stations mentioned by farmers in survey)

Some radio market news reports covered nearby local markets, interior Iowa and Southern Minnesota markets and the principal terminal markets. Others covered narrower ranges of markets down to nearby terminal or local markets only. The markets reported by individual stations and programs are presented below in Chapter III and IV.

3. Daily newspapers

The Du Buque Visitor, first Iowa newspaper of record, carried a farm market report in its first issue, May 11, 1836.¹ This item, one column wide and four inches deep, headed "Du Buque Wholesale Prices Current (Corrected Weekly)," included prices being paid for fresh beef, lard, butter, bacon, dried beef hides and eggs.

A large share of the daily press continues to this day to publish reports of the principal markets. In May, 1949, it was estimated that about 1200 out of the 1887 United States daily newspapers carried market news. Approximately 2,000 weeklies and farm papers carried market news reviews or special topics on market information.²

Farmers in the survey named 28 out of Iowa's 45 daily newspapers published in 1948 plus three out-of-state dailies as daily newspapers in which they read market reports for one or more of the products considered.*

Hog market reports were published in all but one of the 31 daily newspapers farmers mentioned.

¹ Marvin, K. R., Agricultural Journalism in Iowa. In Staff of Iowa State College and Iowa Agricultural Experiment Station, A Century of Farming in Iowa, 1846-1946, Ames. Iowa State College Press. 1946. p. 263-264.

² U. S. Production and Marketing Administration. The market news services of the U. S. Department of Agriculture. p. 7.

* The information herein on market news published in daily newspapers is based on a study of these 31 daily newspapers.

a. Type of markets covered in newspapers. Table 2 shows that the principal types of market reports in newspapers were those of the terminal markets or terminal markets in combination with local markets. Terminal market reports were those most often transmitted via press association teletypes. Those services did not carry interior market reports for products other than hogs and sheep.

Table 2. Type of Markets Reported in Newspaper
Market News Columns^a

(percent of newspapers farmers mentioned)

Commodity:	Type or combination of types of markets:						No Report Percent
	Terminal only	Interior only	Local only	Terminal Int.Loc.	Terminal Int.	Terminal Local	
	Percent	Percent	Percent	Percent	Percent	Percent	
Hogs	24	-	7	21	21	24	3
Cattle	66	-	3	-	-	24	7
Corn	24	-	14	-	1	35	27
Soybeans	24	-	14	-	-	34	27
Cream	21	-	24	-	-	24	31
Eggs	17	-	34	-	-	28	21

^aSee asterisk, page 22.

b. Number of markets reported. Most newspapers published reports on just one grain, cream and egg terminal market. Forty-five percent of the newspapers reported but one terminal hog market and 41 percent reported one terminal cattle market. (See Table 3.) The table shows that several newspapers were giving more complete

coverage of the markets. These newspapers were publishing reports of three and four interior and terminal markets for hogs and three and four terminal markets for cattle. One newspaper published reports on six terminal hog and cattle markets. Four newspapers published reports of six interior hog markets.

Table 3. Number of Hog and Cattle Markets Reported in Newspaper Market News Columns^a

(percent of newspapers farmers mentioned)

Number of markets reported:	Hogs		Cattle
	Terminal Percent	Interior Percent	Terminal Percent
One	44	3	41
Two	14	10	14
Three	14	3	14
Four	10	16	11
Five	6	-	7
Six	2	10	3
None	10	58	10

^aSee asterisk, page 22.

c. Number of selected commodities reported. Forty-eight percent of the newspapers published market reports on hogs, cattle, corn, soybeans, cream and eggs. Seven percent reported five of these products, 34 percent reported four and 11 percent reported

but two of the commodities. These latter newspapers reported two commodities in these combinations: eggs and butter, cattle and hogs and hogs and eggs. Hogs and cattle were the products most frequently reported in newspaper market news columns.

d. Market news format. Newspapers published market reports in narrative (text) form and as tables (tabular) form. The former method is the way most market reports were transmitted over press association teletype. Tabular presentation usually requires that the editorial worker rewrite the information into tables. All newspapers that published hog market news published it in text form (see Table 4). Fifty percent also published hog market

Table 4. Format of Market Reports in Newspaper Market News Columns^a

(percent of newspapers farmers mentioned)

Type of Presentation:	Hogs Percent	Cattle Percent	Corn Percent	Soybeans Percent	Cream Percent	Eggs Percent
Text only	42	68	18	24	46	48
Tabular only	-	-	28	27	17	7
Text and tabular	55	25	27	22	6	24
Carry no reports on this commodity	3	7	27	27	31	21

^a See asterisk, page 22.

news in tabular form. Tabular form was used most often for grain market reports which were usually limited to the reports of futures trading on the Chicago Board of Trade.

e. Sources of market news. The ways that a newspaper may get its market reports for publication vary with the location of the newspaper. If there is a packer, processor or farm products buyer located in the town of publication, the newspaper may publish prices obtained from those firms. If a United States Department of Agriculture Market News Service office is located in the same city, the newspaper may obtain market reports on the commodities covered by that office. For markets not located at the city of publication, and not reported by local USDA market news offices, newspapers depend for their reports on the transmissions from the press association with which they maintain membership or have contacts. The wire news services of the newspapers that farmers mentioned were those of the Associated Press (AP), United Press (UP), and International News Service (INS). It was possible for one newspaper to make use of more than one of these services at one time.

The highest proportion of terminal market reports published in the newspapers farmers named credited their market news to the Associated Press (see Table 5). Local packers, processors and buyers were the only sources of local market news that were given credit for the local market reports newspapers published. In some cases newspapers did not give credit to the source of market reports published.

Table 5. Source Credited for Market Reports in Newspaper Market News Columns^a

(percent of newspapers farmers mentioned)

Source of Market News	Hogs		Cattle	Corn	Soybeans	Cream	Eggs
	Terminal Percent	Interior Percent	Terminal Percent	Term. Pont.	Term. Pont.	Term. Pont.	Term. Pont.
Associated Press	68	4	68	52	52	27	27
United Press	17	3	21	17	17	14	7
International News Service	11	7	11	-	-	-	-
USDA	14	11	14	7	7	11	11
Percent getting local reports from: Local Packers, Processors and buyers	(41)		(14)	(27)	(21)	(31)	(45)

^aSee asterisk, page 22.

4. Other media

a. Specialized market newspapers. Chicago Drovers' Journal (Daily), Omaha Journal-Stockman (Daily) and the St. Joseph Stockyards-Journal (Weekly) are examples of newspapers published at terminal stock yards. These newspapers gather information about transactions on the market they serve, publishing a large volume of data on daily trading. In some cases the names of livestock sellers and prices and quantities of their sales are published.

In addition to publishing local livestock market news, these newspapers publish grain and produce market information originating

locally and limited amounts of information on other market points.

b. Government mimeographed reports. Federal and federal-state market news offices prepare a number of mimeographed reports¹ which are distributed by mail either daily, weekly or monthly. At present more than 25 million copies are distributed annually.² These are usually more detailed than any reports broadcast or published elsewhere. The Des Moines office, for instance, issues reports entitled "Weekly Summary, Interior Iowa and Southern Minnesota Hog Markets" and "Weekly Sheep and Lamb Report" every Saturday. That office also issues the "Semi-Weekly Summary of Egg and Poultry Markets" every Tuesday and Friday. More than half of the reports published at Des Moines go to the offices of businesses and publications serving farmers.³

The Sioux City Market News office issues a livestock market report each market day at 3:00 p.m., a weekly livestock review every Thursday, a "Special Grass Cattle Report" every Monday from August 1 to November 15 and a "Weekly Stocker and Feeder Report" every Monday.⁴

¹U. S. Production and Marketing Administration. Periodic market reports of the PMA. U. S. Dept. Agr. February, 1948.

²U. S. Production and Marketing Administration. The market news services of the USDA. p. 7.

³Urban, Carl, Des Moines, Iowa, Federal-State Market News Service. Information on circulation of mimeographed market reports. (Private communication.) 1949.

⁴U. S. Production and Marketing Administration. Market news service in the Midwest. p. 5.

c. Commercial newsletters. Commercial newsletters promote the business of grain or livestock commission firms or other businesses dealing with farmers. These newsletters contain pertinent information about market receipts and prices paid and sometimes tell the author's price expectations. They emphasize market activities at the point of publication or points served by the publisher and are highly commercial in character. Such newsletters may be published daily, weekly, monthly or at the whim of the publisher.

III. THE WAYS FARMERS OBTAINED HOG MARKET NEWS

Hogs are Iowa's leading cash income crop.¹ An estimated 83 percent of Iowa's farmers sold hogs in 1948.² Table 6 indicates how farmers selling hogs used three ways of getting market news as they planned their last sale prior to the survey. Radio is the medium farmers used most. Ninety-four percent obtained day to day market news by radio, 51 percent used newspapers from day to day and 43 percent phoned a buyer on the day of sale.

¹ U. S. Department of Agriculture. Agricultural statistics, 1949 is the source of the following data:

Iowa Cash Farm Income from Major Farm Products, 1948

Product	Cash Farm Income in thousands of dollars	Percent of total
Hogs	856,760	40
All cattle	492,004	23
Corn	177,317	8
Eggs	132,600	6
Cream	125,147	6
Soybeans	76,896	4
All others ^a	286,706	13
Total cash income	2,147,430	100

^a Oats, wheat, hay, other livestock, other crops and government payments.

² U. S. Census of Agriculture. 1945. Vol. 1, part 9, p. 9. 1946. Reports 81.7% of Iowa farmers raised hogs and pigs, 1945.

Farmers selling hogs depended on radio above all other media for getting market news. Eighty-six percent called radio the "way of getting market information depended on most".* Figure 2. Only a small number of farmers said they "depended most" on other media.

Table 6. How Farmers Selling Hogs Obtained
Hog Market News

(Percent of farmers who sold hogs in 1948)

Market News Medium Used	Percent
Listen to day to day radio hog market reports before last sale	94
Those who had a radio in working order, Jan. 1, 1949	98
Read day to day hog market reports before last sale	51
Those who took a daily newspaper	90
Calls to hog buyers the day of sale	43
Had telephone in house	87

*Question E-13 in Market news survey questionnaire: "As the time to sell drew near, what way of getting market information did you depend on most?" Each respondent named one medium only.

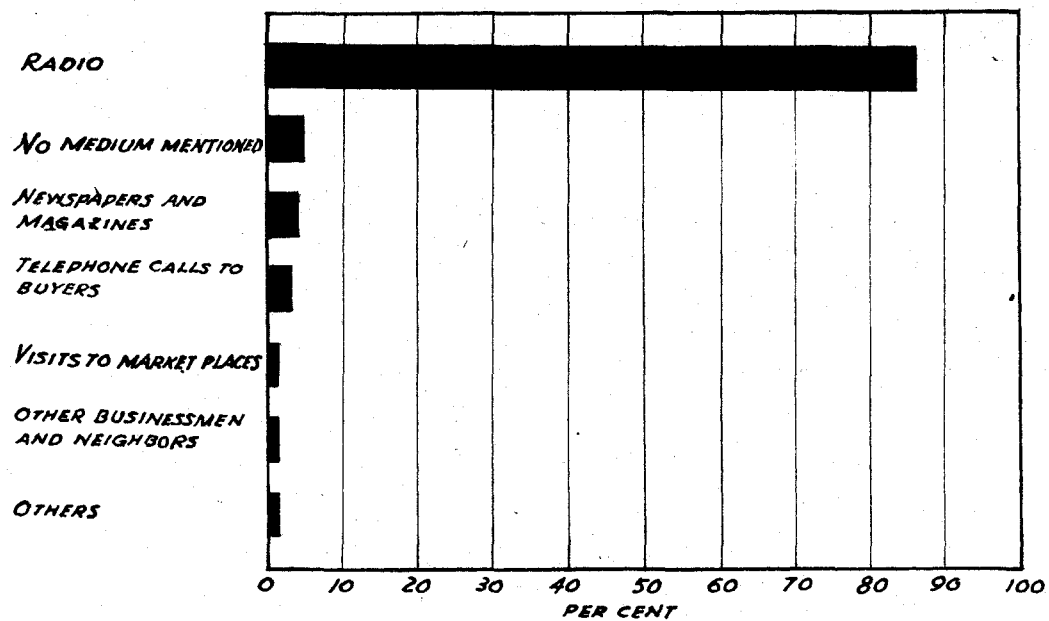


Fig. 2. Market Information Media Farmers Selling Hogs Depended on Most

(percent of farmers who sold any hogs, 1948)

The following three sections show how farmers used radio, newspapers and other hog market news media.

A. Radio

Radio served 94 percent of the farmers who sold hogs in 1948. These farmers recalled listening to an average of 1.9 market news programs each day on 1.7 different stations as they prepared to make their last hog sale.

1. Broadcasting stations named

Farmers were asked to name the radio stations and programs they listened to regularly for hog market news.

Table 7 shows stations farmers named and percent of farmers who listened to each station. Two stations located near the center of Iowa, WHO, (50,000 watts, 1040 kilocycles) Des Moines and WOI, (5,000 watts, 640 kilocycles) Ames, were named most. WMT, (5,000 watts, 600 kilocycles) Cedar Rapids, serving East-Central Iowa, was used by the third highest proportion of farmers. Three stations located near the borders of Iowa were next in numbers of listeners.

The right hand column in Table 7 shows kinds of markets which each station reported in its daily programs. Terminal markets were

defined as public stockyards where commission firms sell for the shippers. Chicago, Omaha, Sioux City and South St. Paul are examples. Usually several local packers as well as firms shipping hogs to other packing plants are buyers on terminal markets.

Table 7. Radio Stations Hog Sellers Listened to for Hog Market News

(percent of hog sellers)

Stations	Location	Percent	Type of Markets Reported ^a		
WHO	Des Moines	43	Terminal	Interior	_____
WOI	Ames	37	Terminal	Interior	_____
WMT	Cedar Rapids	16	Terminal	Interior	Local
WNAX	Yankton, S.D. and				
	Sioux City	10	Terminal	_____	Local
KMA	Shenandoah	10	Terminal	Interior	_____
WOW	Omaha, Nebraska	7	Terminal	_____	Local
KGLO	Mason City	5	Terminal	_____	Local
KXHL	Waterloo	5	Terminal	Interior	Local
KFAB	Omaha, Nebraska	5	Terminal	_____	Local
WLS	Chicago, Illinois	4	Terminal	_____	Local
KFEQ	St. Joseph, Missouri	3	Terminal	_____	Local
KBIZ	Ottumwa	3	Terminal	_____	Local
KATE	Albert Lea, Minnesota	2	Terminal	_____	Local
KFJB	Marshalltown	1	Terminal	_____	Local
KTRI	Sioux City	1	Terminal	_____	Local
KWWL	Waterloo	1	Terminal	_____	Local
21 other stations under 1%					
Including: 15 Iowa stations					
6 out of state stations					
(Average) .34					

^a See asterisk, page 18.

Interior markets are packing plants and concentration points reported by the Federal-State Market News Service at Des Moines, Iowa. These are located in Iowa and two points in Southern Minnesota.

Examples: Waterloo, Ottumwa, Perry, and Estherville, Iowa, and Austin, Minnesota.

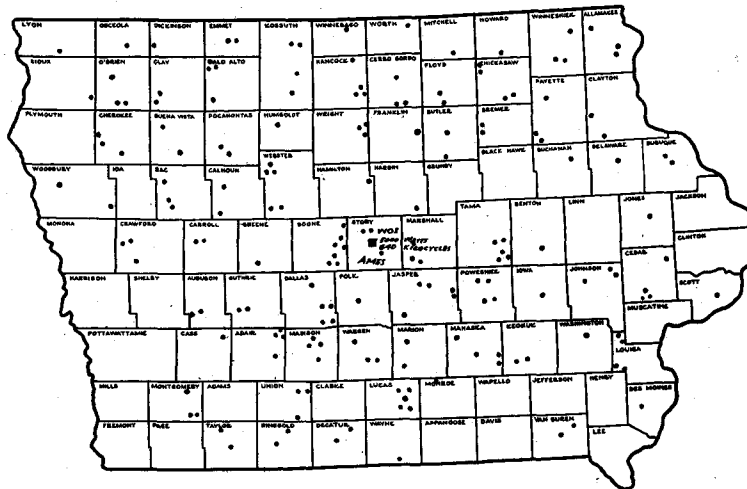
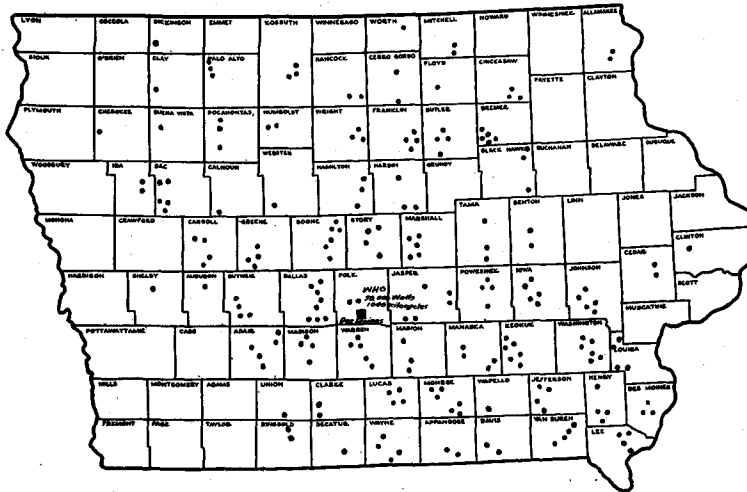
Local markets are those in the same town as the radio station. These actually may be either terminal or interior market points or smaller buying stations not reported by the federal or federal-state market news services.

2. Station coverage

The preceding section has shown farmers' preferences for radio stations as sources of farm market news. The area coverage of stations may help one understand how far away listeners of individual stations may be located. The Iowa coverage areas of the leading stations, WHO, WOI, WMT, and WNAX, are shown in Figures 3, 4, 5, and 6. Each dot locates the farm of a respondent who mentioned the station as a source of hog market news. WHO, Des Moines, was named by farmers in sixty-nine counties, mainly concentrated in the central part of Iowa. Figure 3.

The farmers who listened to hog market news from WOI in Ames were more widely scattered. These listeners were found in seventy-eight counties. Figure 4. This may be accounted for by the WOI market news programming. It is unique in that few other stations broadcast complete market news during the mid-morning hours soon after the markets open.

Farmers at a distance from the above two stations relied more on their nearby stations for market news. WMT, Cedar Rapids, was



mentioned by hog sellers in 28 counties of Eastern Iowa. Figure 5. Station WNAX in Yankton, South Dakota, furnished market news to hog farmers living in 18 northwestern Iowa counties. Figure 6.

Since Iowa farmers in the survey were located uniformly over the state, stations having their principal area of listenership in Iowa had an equal chance of being named by one or more farmers. Stations near the borders with some of their coverage area outside Iowa had a reduced chance of being named in Iowa.

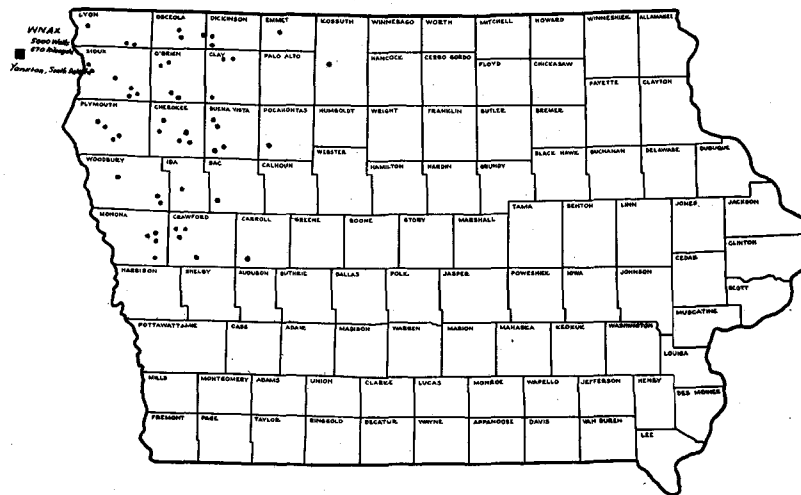
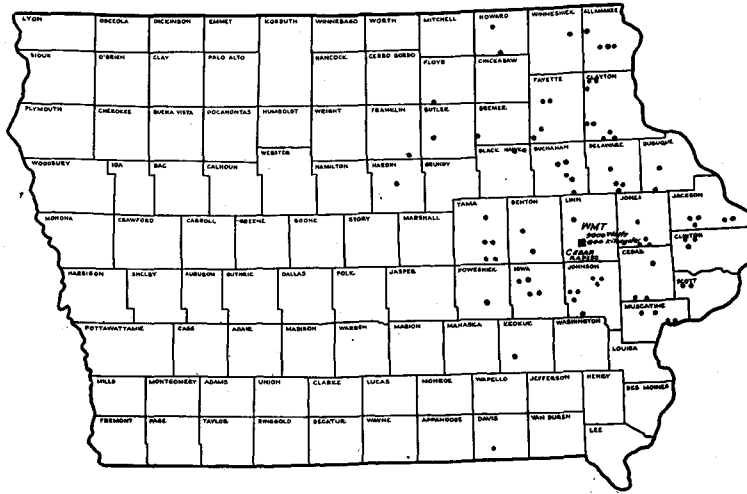
The area in which people can listen to a station is partly determined by station transmitter power and frequency. Therefore chances are that a station with a transmitter power of 5,000 watts at a frequency of 600 kilocycles (600 on radio receiver dials) will have more listeners than a similarly located station with but 1,000 watts and nearly the same frequency. Such a station also will have more listeners than a station with the same power (5,000 watts) but a higher frequency, say 1600 kilocycles.

3. Programs listened to

Actual market news programs farmers listened to were found by asking them to name the stations to which they were tuned regularly and the time of day they listened to hog market news on those stations.

Table 8 lists the 15 programs farmers named most often. The types of markets reported on these programs also are shown.

Programs having the largest numbers of listeners carried reports on both terminal and interior markets. Only when large packing plants



or public stockyards were located in the same city as the stations were local hog markets reported by the radio stations.

Noon programs had the greatest total listenership. Farmers were near their radios at noon while eating and there were more noon programs broadcast. Thirty-four out of 37 stations named had one or more noon hour programs containing market news. During the morning, after the hog market prices for the day become available, from 8:34 a.m. to 11:00 a.m. inclusive, 20 stations broadcast 28 separate market news programs. Two of these mid-morning programs had the second and third most listeners. Those were WOI's 10:30 a.m. complete morning report of both terminal and interior hog markets and WOI's 9:45 a.m. report of the opening prices paid at interior and terminal hog markets. Thirty-three percent of the farmers selling hogs listened to either one or both of these WOI mid-morning programs.*

14 percent listened to WOI hog market news at 9:45 a.m. only.
15 percent listened to WOI hog market news at 10:30 a.m. only.
4 percent listened to WOI hog market news at both 9:45 and
10:30 a.m.

33 percent total

Some market programs broadcasting local hog prices were listened to by large numbers of nearby farmers. For example, at 10:15 a.m. each day, KBIZ, Ottumwa (250 watts, 1240 kilocycles) broadcast a local packer's hog prices. Thirty-eight percent of the farmers selling hogs within 34 miles of Ottumwa listened to this program.

Table 8. Hog Market News Programs Hog Sellers
Listened To

(percent of hog sellers)

Stations	Location	Time of Day	Percent	Type of Markets Reported
WHO	Des Moines	12:00 noon	41	Terminal Interior
WOI	Ames	10:30 a.m.	19	Terminal Interior
WOI	Ames	9:45 a.m.	18	Terminal Interior
WMT	Cedar Rapids	12:30 p.m.	16	Terminal Interior Local
WNAX	Sioux City,			
	Yankton, South			
	Dakota	12:15 p.m.	10	Local
WOW	Omaha, Nebr.	12:12 p.m.	7	Local
KMA	Shenandoah	12:45 p.m.	6	Terminal Interior
KFAB	Omaha	12:45 p.m.	4	Local
KXEL	Waterloo	12:00 noon	4	Local
WHO	Des Moines	6:30 a.m.	3	Terminal
WLS	Chicago	11:30 a.m.	3	Local
KGLO	Mason City	12:45 p.m.	2	Terminal
KBIZ	Ottumwa	10:15 a.m.	2	Local
KMA	Shenandoah	12:15 p.m.	2	Local
14 other stations under 2%				
average 1.1 percent				

4. Times farmers listened

Eighty-four percent of the farmers selling hogs listened to hog market news between 12 noon and 1 p.m. inclusive. Twenty-one percent mentioned more than one market news program they heard during

the noon hour.*

[Forty-three percent of the farmers selling hogs listened to hog market news between 8:34 and 11 a.m. inclusive.] Practically all of these farmers mentioned listening to but one program in this period. These mid-morning market news broadcasts report prices established in trading during the same morning.

Figure 7 shows, by quarter hour periods, the percentages of all hog sellers who were listening to hog market news broadcasts.

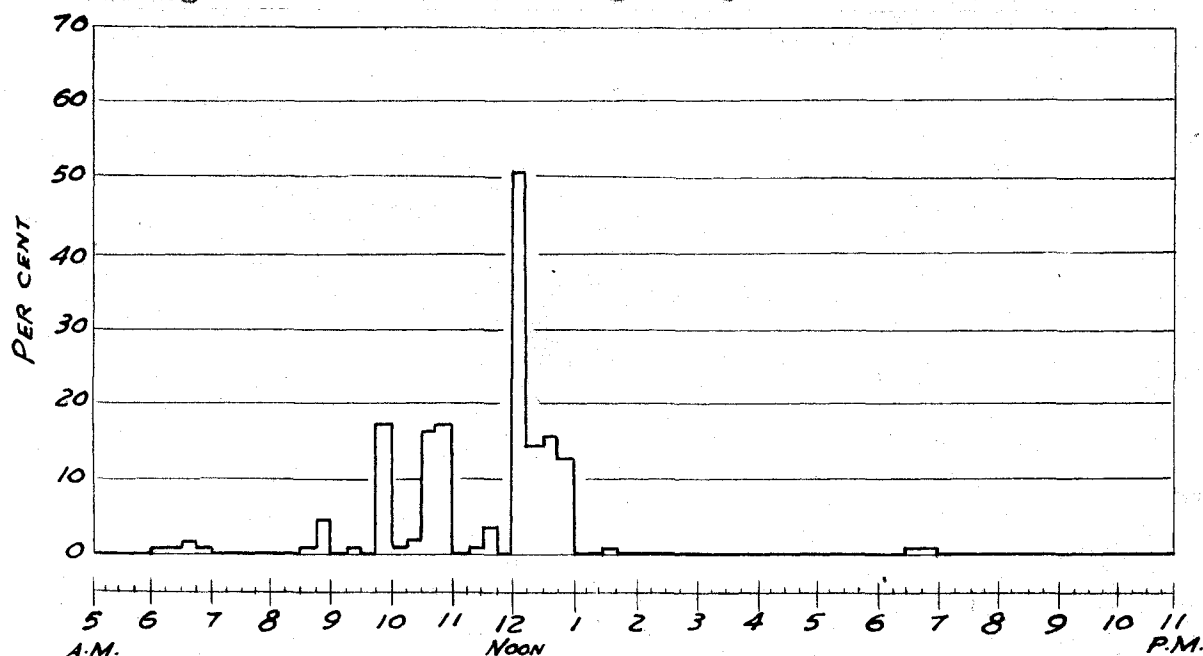


Fig. 7. Time Periods Farmers Listened to Hog Market News
(percent of farmers who sold hogs, 1948)

The ratio of those listening during the middle of the morning to those listening at noon shows the importance of the mid-morning reports. Considering that farmers must take time off from field work

* Sixty-three percent of the farmers selling hogs listened to one program during the noon hour, 18 percent listened to two programs and three percent listened to three or more.

to hear mid-morning market news or have some member of the family do so, it is apparent that mid-morning market reports must be valuable to a large group of hog sellers.

The hours that market news could be heard on stations farmers mentioned in the survey are shown in Figure 1, page 21. Farmers' chances for listening to programs which included some hog market news were greatest between 6:00 and 7:00 a.m. and at noon. Figure 1 also shows that some market news could be tuned in at all hours of the morning and at 6:00 p.m.

5. Did others listen to radio hog market news for farmers who sold hogs?

Sixty-seven percent of the farm operators who sold hogs in 1948 had someone else listen when they couldn't listen to hog market reports. The fact that many farmers occasionally were getting market news second-hand shows the necessity for broadcasting the reports accurately and deliberately so that other people who may be unfamiliar with the reports may copy them when asked to do so.

It is assumed that most "substitute listening" occurred during mid-morning market news broadcasts. This can not be confirmed from this survey information, however.

B. Daily Newspapers

Ninety percent of the farmers who sold hogs in 1948 received daily newspapers at interview time. The market news columns were read by forty-five percent of those who sold hogs. Thirty-nine percent read them in one daily newspaper and six percent used two or more dailies.

The Des Moines Register, used most for information on marketing hogs, was named by 16 percent of the hog sellers. Table 9. Five percent read market news in the Des Moines Tribune. These two newspapers circulate over a larger portion of Iowa than do any others. Since only one daily newspaper goes into most farm homes the Des Moines Register's large rural circulation probably explains its wide use for market news. Sectional daily newspapers such as Sioux City Journal, Cedar Rapids Gazette, and Waterloo Daily Courier were important news sources for farmers located near those cities.

The extent of hog market reports in daily newspapers varied, although many newspapers covered all three types of markets. Usually daily newspapers published prices paid by local buyers. At terminal hog market cities the local reports published were complete as to receipts and prices by grades and weights. This also was true for cities having large packing houses. Reports of Chicago's hog market were carried in every daily newspaper. A few dailies reported the Kansas City, South St. Paul and Omaha markets.

The Des Moines Register carried complete reports of terminal and interior Iowa and Southern Minnesota hog markets. These were in the form of quick comparison tabulations by weight and grade for eight interior and four terminal markets. In addition, there were news stories on the interior and Chicago markets.

Table 9. Daily Newspapers Hog Sellers Read for Hog Market Reports

(percent of hog sellers)

Newspaper	Type of Markets Reported ^a			Percent
Des Moines Register	Terminal	Interior	Local	16
Des Moines Tribune	Terminal	Interior	Local	5
Sioux City Journal	Terminal		Local	4
Waterloo Daily Courier	Terminal	Interior	Local	3
Cedar Rapids Gazette	Terminal	Interior	Local	3
Mason City Globe Gazette	Terminal	Interior	Local	2
Omaha World Herald	Terminal	Interior	Local	2
Marshalltown Times-Republican	Terminal	Interior	Local	2
Ottumwa Daily Courier	Terminal		Local	2
Oskaloosa Daily Herald	Terminal	Interior	Local	1
Davenport Times	Terminal		Local	1
Sioux City Journal-Tribune	Terminal		Local	1
Burlington Hawk Eye Gazette	Terminal		Local	1
Dubuque Telegraph Herald	Terminal		Local	1
Muscatine Journal and News Tribune	Terminal		Local	1
Others ^b average	Terminal		Local	0.3

^aSee asterisk, page 22.

^bFourteen newspapers mentioned by one, two or three farmers in survey.

The Waterloo, Cedar Rapids and Mason City dailies gave complete daily prices for packing plants located in nearby cities as well as in their own. Interior market reports in other newspapers were brief general reports which did not point out prices paid at specific points.

An advantage of newspaper market news over radio market news is that one may refer to it whenever he has time. Also most newspapers provide more complete market news than a listener can copy from a radio broadcast. In spite of these advantages only 2.8 percent said they depended on newspapers most for hog marketing information. The number of farmers who reported they used newspaper market news but not radio market news was only three percent of all farmers who sold hogs.

Fewer farmers read newspaper market reports than listened to radio market news. This is partly because "the news is a day late", as two farmers said when interviewed. Daily newspapers are usually delivered by carriers in the evening after markets are closed or by the postman the following day. Thus newspaper market news is not as fresh as market news broadcast to radio listeners while the markets are active.

Farmers who obtained hog market news by radio and newspaper both were compared with those listening to radio only. Forty-eight percent of the farmers who sold hogs obtained their market news both by reading daily newspapers (including daily market newspapers) and listening to radio market news. The use of these

two methods together should better prepare a farmer for hog marketing. Table 10 shows that when those who used radio and newspapers together for market news were not able to listen they were more apt to have someone else listen to radio for market news than those using radio market news only.

Table 10. Use of Other Market News Media by Hog Sellers Using Radio and Newspapers Together Compared with Those Using Radio Only

(percent of hog sellers in each class)

Market News Medium Used	Used Radio Market News Only Percent	Used Both Radio and Daily Newspaper Market News Percent
Took a daily newspaper	85	100
Have someone else listen to hog market news	65	79
Read market news in market papers ^a other than daily newspapers	0	26
Had a telephone	84	90
Those who called buyers for information on day of sale	42	47

^aIncludes such daily market papers as Chicago Drivers' Journal and Omaha Journal-Stockman as well as other farm publications less frequently published.

Equally large percentages of both groups named radio as the market news medium depended on most. Ninety-one percent of those who used radio only depended most on radio and 88 percent of the joint radio-newspaper users named radio as the market news medium used most.

C. Other Media

1. Telephone

The most direct way a farmer can price his hogs without leaving the farm is by calling hog buyers. Practically all of Iowa's hog buyers have phone service. Also 87 percent of Iowa's farmers who sold hogs had telephones at their farms. Thus, this method is available to the majority of farmers.

Forty-three percent of the farmers who sold hogs in 1948 called buyers the day of their last hog sale. One third of these farmers telephoned two or more buyers. Two-thirds called just one buyer the day of the sale.

[The telephone has one very definite place in hog marketing. Farmers use it for calling buyers to confirm price and for closing sales. When asked, "Where did you get the information that helped you decide on the buyer of the hogs?", twenty-seven percent of the farmers who called buyers the day they made their last hog sale named "telephone calls to buyers". Only 11 percent of those who didn't call any buyers the day of their last sale said, "telephone calls to buyers" were a help in picking the buyer. Eleven percent of each group said they received advice about buyers from other businessmen and neighbors.

It might be thought that farmers who phoned buyers for information

would differ from other farmers in other ways of getting market news. Table 11 shows, however, that the only difference found was that a larger percentage of those who called buyers had others listen to radio reports for them. This may indicate that farmers phoning buyers paid closer attention to market news reports than those who didn't phone buyers, but this evidence isn't conclusive.

Table 11. Use of Other Market News Media by Hog Sellers Who Did or Did Not Call Buyers

(percent of farmers in each class selling hogs)

Market News Medium Used	Called No Buyers	Called One or More Buyers
	Percent	Percent
Listen to day to day hog market reports	93	96
Have someone else listen to hog market reports when can't listen	62	75
Radio in house	98	99
Read day to day hog market reports	49	54
Take daily newspaper	91	89
Telephone in own house	86	88

Note how nearly equal are the percentages who had phones, radios and daily newspapers. Among farmers who called one or more buyers there were also slightly higher percentages who listened to day-to-day market news and read market reports from day to day.

2. Miscellaneous publications

Farmers who read day-to-day market news before selling hogs told what publications they used. Forty-five percent used daily newspapers. Twenty-four percent read market news in other periodicals. Two livestock exchange dailies, the Chicago Drovers' Journal and the Omaha Journal Stockman led these other media with a total of eight percent. Table 12. Newsletters from agricultural processors, manufacturers and livestock commission firms were read by six percent of the hog sellers. Five percent read government

Table 12. Market Papers and Magazines Hog Sellers
Read for Hog Market News

(percent of farmers selling hogs)

Publication	Percent
Chicago Drovers' Journal	5.0
Omaha Journal Stockman	3.0
Agricultural processor, manufacturer, and commission firm newsletters	6.0
Government hog reports (mimeographed)	5.0
Wallaces' Farmer and Iowa Homestead	2.0
Doane's Agricultural Digest, Farm Journal, Successful Farming, St. Paul Agricultural Markets, St. Joseph Stockyards Journal (both weekly) and others less than one percent each.	Average .8

mimeographed market news reports. Only a few farmers mentioned twice monthly and monthly farm papers and magazines.

a. Commission firm news letters. The commission firm newsletters that hog sellers mentioned included those of the following

firms:

Wood Brothers, Omaha, Sioux City, Chicago, So. St. Paul
Steele and Siman and Company, Sioux City
Sioux City Livestock Company, Sioux City
Rice Brothers, Sioux City, Chicago
John Clay and Company, Omaha, Chicago, So. St. Joseph
Progressive Farmers Coop Company, Sioux City
Producers Livestock Commission, Sioux City, Chicago,
Omaha, So. St. Paul, So. St. Joseph
Scott Commission Company, Sioux City
Long and Hansen Company, Sioux City
Gehan Commission Company, Sioux City
Farmers Union Livestock Commission Company, Chicago

These newsletters were read by a greater percentage of those who sold hogs through commission firms on terminal markets (17 percent) than those who sold to other type outlets (two percent).

b. Government mimeographed hog market reports. Daily government mimeographed hog reports were about as well read as those issued weekly (two percent each). Less frequently issued government reports were mentioned by only one percent. One farmer suggested, "We need a weekly government report on hogs and turkeys".

It is apparent that farmers did not use commission firm newsletters and government mimeographed reports in any large way for market news.

Only eight percent recalled getting advice on markets from neighbors or other businessmen before selling their hogs.

D. Information Used in Three Important Marketing Decisions

The farmer has three important decisions in hog selling. First, he must try to pick the most profitable selling weight. Then he may select within several days the most profitable selling day. When he has picked the best selling weight and day, he may try to choose the most advantageous outlet.

Farmers selling hogs were asked, "Where did you get the information that helped you decide on the buyer of the hogs, the weight at which to sell and the time to sell?" Large numbers of farmers named none of the common information methods. Table 13. Rather, they ascribed their decisions to such things as, "Always sell this

Table 13. Where Farmers Obtained Weight, Time and Buyer Information for Selling Hogs

(percent of hog sellers)

Market News Medium Used:	Marketing Decisions Concerning:		
	Selling Weight percent	Selling Time percent	Sales Outlet percent
Radio hog market news	18	22	3
Newspaper market news (incl. terminal market papers)	5	3	2
Calls to buyers (incl. co-op buyers)	3	2	18
Visits to market places (terminal stockyards, auctions, etc.)	3	3	2
Talking with other business- men and neighbors	2	1	11
Others	1	2	1
No medium named	68	67	63

weight and to this buyer". "Hogs ready to go and this buyer is closest". "This is most profitable weight. I know this." "Have sold there for years." Such responses as those are classed as "No medium named" in Table 13.

E. Were Market Terms Understood?

Eighty-three percent of the farmers who sold hogs felt confident of their ability to judge the grade of their "hogs sufficiently close so as to compare them with the animals being reported" in market news. In other words, 83 percent believed they could read or listen to market news reports and determine the price their saleable hogs would bring on various markets.

The remaining farmers selling hogs relied "on the opinion of others to determine what the grade" of their hogs might be.

IV. THE WAYS FARMERS OBTAINED CREAM AND EGG MARKET NEWS

Cream and eggs each made up but six percent of Iowa's cash farm income in 1948¹. This is in contrast to hogs which account for 40 percent of Iowa's cash farm income. However nearly as many farmers sold cream and eggs as sold hogs. Seventy-one percent sold cream, 72 percent sold eggs and 83 percent sold hogs in 1948. Table 14 shows what little use sellers of cream and eggs made of three ways

Table 14. How Farmers Selling Cream and Eggs Obtained Cream and Egg Market News

(percent of farmers who sold cream or eggs, 1948)

Market News Medium Used	Farmers who sold	
	Cream Percent	Eggs Percent
Listen to day to day cream or egg market reports in month before interview	8	19
Those who had radio in working order Jan. 1, 1949	98	98
Read day to day cream or egg market news in month before interview	8	10
Those who took a daily newspaper	90	89
Calls to buyers about cream or egg prices in month before interview	1	- ^a
Those who had a telephone in house	85	84

^aNot obtained for egg sellers.

¹U. S. Department of Agriculture. Agricultural statistics. 1949. op. cit.

of getting market news during the month prior to the survey interview. This table indicates that egg sellers listened to market news more than cream sellers. But only a few farmers used any of these media. This also is in strong contrast with the use that ¹ hog sellers made of these media.

The highest percentages of farmers selling cream depended most on "calls to buyers" or "advice from other farmers and business men" for cream price and market information. Table 15. The largest percentages of egg sellers "depended most" for egg price information on "advice from other farmers and business men". The second largest number depended most on phone calls to buyers for egg price information.

Table 15. Market Information Media Farmers Selling Cream and Eggs Depended on Most.

(percent of cream and egg sellers)

Market News Medium Used	Farmers who sold	
	Cream Percent	Eggs Percent
Other farmers and business men	16	28
Calls to buyers	18	20
Radio	11	13
Newspapers	6	9
Other	1	1
Percent who gave credit to none of these media of information.	48	29

¹
See Table 6, page 31.

Most of those who said they depended on no medium most for selling information indicated that their cream and egg marketing methods were routine. A typical farmer's statement was, "I followed the same practice for many years."

The following three sections show how farmers used radio, newspapers, telephone and other cream and egg market news media.

A. Radio

Only 8 percent of Iowa's cream sellers and 19 percent of the egg sellers listened to radio market news on those commodities from day to day during the month before interview. Table 14. On the average those cream and egg sellers listened to 1.2 different stations and programs.

1. Radio stations listened to for cream reports

Farmers who sold cream were asked to name radio stations and programs listened to regularly for cream market news. Only three radio stations were mentioned by more than one farmer. Table 16. All three, WHO, Des Moines, WMT, Cedar Rapids, and WOI, Ames, broadcast reports of the Chicago cash butter market. WOI at Ames reported Chicago and New York butter futures as well. None provided farmers with prices paid for cream or butter at nearby Iowa points. This fact partially explains the lack of attention paid to radio cream and butter information. WHO, Des Moines broadcast produce markets at 8:55 a.m. The WMT, Cedar Rapids produce program was at 12:40 p.m.

The WOI, Ames program heard most was at 10:30 a.m. Two other mid-morning WOI programs and WOI's noon butter reports also were mentioned.

Table 16. Radio Stations That Cream Sellers
Listened to for Cream Market News

(percent of cream sellers)

Station	Location	Percent	Type of markets reported
WHO	Des Moines	3	terminal
WMT	Cedar Rapids	3	terminal
WOI	Ames	2	terminal
6 other stations under 1 percent including			
5 in Iowa and 1 out of state			
Average		0.2	

2. Radio stations listened to for egg reports

Seventeen radio stations were mentioned as sources of egg market news by farmers who sold eggs. Table 17 shows the seven stations named by one percent or more of the farmers. With a few exceptions, Chicago's cash egg prices were the only terminal market reports broadcast. The exceptions were the addition of New York's cash egg prices. WHO, Des Moines broadcast local prices for Des Moines gathered by the federal-state market news service there. Some radio stations gathered their own local egg reports.

WHO's egg reports were broadcast at noon. The largest number of WOI listeners heard WOI's egg reports at 10:30 a.m. Some recalled the station's noon reports and other mid-morning reports. All other egg market news programs were heard during the noon hours.

Table 17. Radio Stations that Egg Sellers Listened to for Egg Market News
(percent of egg sellers)

Station	Location	Percent	Type of markets reported
WHO	Des Moines	7	Terminal Local
WOI	Ames	7	Terminal
WMT	Cedar Rapids	4	Terminal
KGLD	Nason City	1	Terminal Local
WOW	Omaha, Neb.	1	Local
KICD	Spencer	1	Terminal Local
WLS	Chicago, Ill.	1	Terminal Local
10 other stations under one percent including 7 in Iowa and 3 out of state			
Average		.3	

3. Times cream and egg market news programs were broadcast

During each 15 minute period between 6:00 and 7:00 a.m. daily ten percent of the stations or fewer broadcast cream and egg market news. More stations, from 10 to 15 percent, broadcast cream and egg reports in each 15 minute period between 11:30 a.m. and 1:00 p.m. daily. Most of these market reports were part of general market news programs or farm programs. Some cream and egg market reports were broadcast in every hour from 8 a.m. to 2 p.m., the hours when terminal produce markets were usually open.

4. Market points farmers selling cream or eggs paid attention to

Most farmers who sold cream and eggs paid attention to local markets. Thirty percent of the cream sellers and 28 percent of the egg sellers said they paid attention to local markets when listening to radio or reading newspaper market reports. Ten percent of the cream sellers and 16 percent of the egg sellers said they paid attention to terminal markets. Over 50 percent of the cream and egg sellers said they didn't pay attention to markets for these two commodities.

In contrast to these listening preferences, Table 18 shows that

Table 18. Cream and Egg Markets Reported by
Iowa Radio Stations^a
(percent of stations broadcasting any butter or egg reports)

Type Market	Cream Percent	Eggs Percent
Terminal	76	52
Terminal and local	14	35
Local only	10	13

^a

See asterisk, page 18.

the largest number of Iowa radio stations broadcast reports of terminal cream markets only. Nearly as many, however, reported local egg prices.

Terminal market reports were usually read from each station's press association teletype.

5. Did others get cream and egg market news for farmers who sold cream or eggs?

Only one percent of those selling cream and six percent of the egg sellers had someone else listen to market news for those products. This small second-hand attention to radio market news may be attributed to the regularity of selling cream and eggs and the small value of radio reports covering terminal markets at a great distance from the farmer. This also may be due to the fact that deliveries must be made at least once each week. Because of this farmers tend to find suitable outlets and continue to make sales at the same place. Since selling has become routine to them, farmers probably pay only minor attention to the condition of the market for these products.

6. Information used in selecting sales outlet

The single egg marketing decision that farmers are relatively free to make is that of choosing the buyer. Farmers selling eggs were asked "where did you get the information that helped you decide on the buyer of these eggs?" Table 19 shows that telephone calls to buyers and talking with businessmen and neighbors were farmers' best ways of getting information about places to sell. Large numbers, however, said they did not obtain such information.

Table 19. Where Farmers Obtained Information
on Egg Buyers

(percent of egg sellers)

Market News Medium Used	Eggs Percent
Calls to buyers	28
Talking with other businessmen and neighbors	14
Newspapers	4
Radio	-
Other	2
No medium named	52

B. Newspapers

Only eight percent of Iowa's farmers who sold cream in 1948 and ten percent of the egg sellers read newspaper market news columns in the month prior to interview. About ninety percent of both groups took daily newspapers. Table 14.

No particular daily newspaper was used to any extent for cream or egg reports. Following is a list of newspapers that were named by more than one farmer. None was named by as many as one percent of the farmers.

Des Moines Register
Centerville Daily Iowegian and Citizen
Mason City Globe Gazette
Cedar Rapids Gazette
Dubuque Telegraph-Herald
Mt. Pleasant News
Ottumwa Daily Courier
Sioux City Journal
Waterloo Courier
Estherville Daily News
Spencer Daily Reporter
Five other dailies each were named by one farmer
selling cream and ten others each were named
by one farmer selling eggs.

Most cream reports contained only the New York and Chicago cash butter prices. Text or narrative form was used almost entirely for reporting the amounts received and price quotations on different grades of butter. Local butter reports were tabulated by grades.

The amount of information in egg reports varied from paper to paper. Terminal reports covered New York and Chicago produce markets giving total receipts and prices for different egg grades either in text or tabular form. Local egg reports were less detailed than

the terminal reports received over syndicated news wire services. Some local reports consisted simply of a brief report on retail prices. The Des Moines Register and Sioux City Journal, however, published complete prices on most grades of eggs sold and included a short statement on local wholesale egg market conditions.

Farmers named eighteen daily newspapers they read for egg price information. This relatively large number indicates that farmers want to get nearby town prices and for that reason refer to local newspapers for local egg prices.

The chief merit of newspaper cream and egg reports over radio reports is their written record. Farmers may refer to their daily newspaper at any time to see what prices were being paid at the time of publication.

C. Other Media

1. Telephone

The quickest way a farmer can find the price for any given grade of cream is to ask managers of creameries and cream buying stations by telephone. Most buyers have telephones. Eighty-five percent of Iowa's cream selling farmers and 86 percent of the egg sellers had phone service at their farms. Thus, most farmers in Iowa could get cream and egg prices by phone.

Farmers rarely checked cream prices with buyers to whom they were not selling cream. Just one percent of those selling cream

called any such buyers to check prices the month before interview. This information wasn't obtained from egg sellers.

2. Miscellaneous publications

Farmers who read day to day cream and egg market news in the month before interview were asked to name the publications they read. It was mentioned above that eight percent of the cream sellers and ten percent of the egg sellers used daily newspapers. Few used other types of publications.

Only five percent recalled getting advice on cream outlets from neighbors or other business men during the previous month.

V. CHANGES FARMERS WANTED IN MARKET NEWS

A. Kind of Market News Reports Farmers Preferred

Though there are three recognized types of radio and newspaper market reports, 67 percent of those who sold any of six selected commodities* in 1948 showed a preference for a complete summary of the market.** Figure 8. Such a complete summary could be a report of prices on all grades sold, all commodities sold and for all markets affecting the listening area. It would include information on the receipts of new supplies and the clearance of old supplies on each market.

The second type is that in which the market news reports include the price range for the grade making up the bulk of sales for a few commodities on one or several markets.

The third type is the very brief report of the top prices for a few commodities on a single market or just the top market for the day. Fewer farmers preferred these latter two types.

* Hogs, cattle, corn, soybeans, cream or eggs.

** In response to question K-2.

"When you are selling, which of these kinds of reports do you prefer?"

A radio or newspaper report which tells:

Top price for the day on a single market or the top market _____
or Price range for the grade making up the bulk of sales _____
or A complete summary of the market, including tops, range _____
and lows _____

The complete summary had a clear cut advantage from the farmer's viewpoint. This probably was because it was most likely to give information on the particular product and grade which the farmer had for sale. It is also possible that farmers chose this summary even though they would not be willing to give up the time to listen to it if it were broadcast.

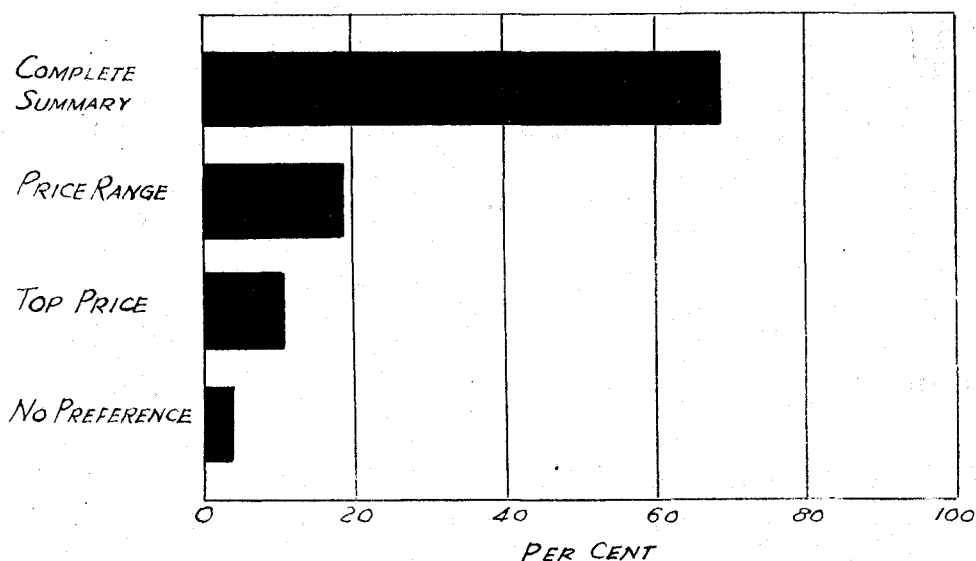


Figure 8. Kind of Market News Reports Farmers Preferred.
(Percentage of all farmers who marketed any
of 6 products, 1948)

Among the large* group of hog farmers who said they depended most on radio for market news, 71 percent called for a complete summary of the market in the reports they get on the radio. This further indicates the need for avoiding the terse "top of the market"

* 86 percent of the hog farmers.

report frequently broadcast. Large numbers of farmers can't use the report of the "tops" because they do not sell the highest priced grade or weight class.

B. Suggested Changes for Market News

Each farmer who sold any of six selected commodities* in 1948 was asked "In what way would you like to change market news reports as they are on the radio or in print?"

Seventy-six percent said they were satisfied with market reports or could think of no changes they would like to make. Twenty-four percent did make suggestions. Twelve percent made suggestions which applied to the amount or kind of market information farmers wanted to see in print or hear over the radio. All of the suggestions of this nature, none of which was mentioned by more than three percent, are listed below.

Give prices on average and low quality sales (more of us sell at those prices) not the emphasis on high prices each day.

Report the hog discounts from top by weight groupings.

More detail on cattle market:

(a) by grade and class.

(b) reports from all of the cattle buyers.

(c) weights, grades on stocker and feeder reports.

(d) better definition of grades.

(e) information on stag prices.

Report the country run prices rather than packer buyer grades.

Want local market reports, including cream and egg prices.

More summary on market news broadcasts.

Advance estimates in more detail.

Add stock of meat on hand and prices.

* See single asterisk, page 66.

- Add a soybean market report.
- Give cash grain prices instead of futures.
- Grain reports for more Midwest cities.
- Complete tabulated reports of all commodities on all Midwest terminal markets.
- More information on sealing.

Just two percent asked for more information about market trends.

Their suggestions follow:

- Give today's prices and note changes from previous market day.
- Account for rising or falling trends.
- Account for the wide difference in price within one 24 hour period.
- Earlier market trend information.

Six percent made statements regarding better scheduling of radio market news. Whereas the comments above have applied alike to radio broadcasts and newspaper market reports, some farmers suggested changes that would apply to radio programming only.

These suggestions follow:

- Earlier reports.
- Stations should schedule market news programs so that farmers may get market reports every 15 minutes during the marketing day.
- Markets at a better time for listening.
- More market reports.
- Complete markets summary at 11:30 a.m. to 1:29 p.m.
- Complete markets summary at 6 p.m. to 10 p.m.
- More complete program on Saturday.
- Weekly summaries.
- Weekly government reports on hogs and turkeys.
- Add turkey reports in the Fall.

The two suggestions most frequently given, "earlier reports" and at "better time for listening" may not be in agreement. If "better time for listening" means "lunch time," then requests for "earlier reports" are inconsistent. "Better time for listening"

may mean that the program times conflict with one another. This indicates a need for scheduling market news programs after considering market news programs broadcast by other stations serving a large segment of the same coverage area.

As pointed out before, 76 percent of the farmers considered market news satisfactory or had no suggestions in mind. Four percent of the comments and suggestions made applied directly to newspaper or radio market news presentation. Listed below are statements farmers made about radio and newspaper market news. Accuracy and understandability were topics of the largest number of these comments.

Greater accuracy. Radio reports disagree with newspaper reports. Why?
Local grain reports not accurate.
Radio and newspapers duplicate each other too much.
Paper not as complete as radio.
Want information more up to date, more understandable.
Announcers: talk plainer, too sing-song, know your markets.
Complete summary tables too long.
Paper is day late.
Weekly papers should have market information.

VI. PROPOSALS FOR IMPROVING MARKET NEWS DISSEMINATION IN IOWA

An important condition for attaining an optimum allocation of resources within agriculture under conditions approaching perfect competition on the part of the producer is that the producer have perfect information concerning supply and demand. One part of this perfect information is knowledge of the price a product will bring once it is ready to move from the farmer one step nearer the consumer. It is at this point that market news may function to help bring about perfect information. Market news may help a farmer decide what day and where to market his product.

Other kinds of information which would be needed to help bring about perfect information would include information that would help farmers decide what product and what grade, etc. to produce, how much to plan to produce, whether to expand or contract the use of each of his variables in production whether they be land, labor or capital.

In the realm of market news farmers have an opportunity to estimate (1) what day will find the market paying the best price for the product and (2) what market place will pay most after deducting shipping and selling costs. This latter market operation may be compared to that of arbitrage in international gold shipments although the farmer does not make a purchase in one market in order

to sell at a profit to another. He merely selects the most profitable of several alternative markets at which he may sell his product.

The paragraphs which follow are intended to show what may be done in the field of market news dissemination to give all farmers more nearly perfect information about current markets. It is not felt that these proposals can be adopted at one time. But rather, it is believed that the adoption of any or all of the proposals would bring perfect information nearer to actuality.

Some of the suggestions made in this section are based on personal observation made prior to or during this study. In those cases suggestions are not supported by statements of evidence from the survey. It is felt that the writer's background is sufficient to make additional observations and recommendations over and above those suggested by specific survey results.

Throughout these paragraphs present imperfections caused by lack of uniformity in grading of farm products are taken as given and are not further considered as part of the market news problem. Those differences in grade and market condition terminology should be made the subject of another study.

A. Improvements in Content of Market News

1. Commodities to report

a. Products farmers sell: Eighty-three percent of the farmers in Iowa sold hogs in 1948. Hogs were the survey product sold by the largest numbers of farmers. They also were the commodity whose markets were covered by the most radio stations and the largest number of newspapers. Other commodities which ranked far behind hogs in cash farm income¹ were nevertheless sold by large percentages of farmers.

Seventy-two percent sold eggs, 71 percent sold cream and 66 percent sold cattle in 1948. The same year, 32 percent sold corn and 26 percent sold soybeans.

Although a smaller percent of farmers sold corn, larger percentages consider the price of corn frequently because over 90 percent² raise corn. Those who do not sell any corn, feed it to livestock and consider its price in determining the cost of producing their livestock.

Though only a quarter of the farmers sold soybeans, those farmers were located fairly evenly over the state. Thus soybean reporting is as appropriate in one part of the state as in another.

¹
U. S. Department of Agriculture. Agricultural statistics. 1949.
op. cit.

²
U. S. Census of Agriculture. 1945.

Commodities which were sold by 10 percent of the farmers or more in 1945¹ and which undoubtedly should be reported include:

Livestock: Hogs, cattle, sheep and chickens including broilers.

Livestock products: Eggs and cream.

Grain and hay: Corn, soybeans, oats, alfalfa, timothy or clover and red clover seed*.

Vegetables: Potatoes*.

Fruits: Apples*, cherries*, pears*, plums* and grapes*.

The largest proportions of the products which are starred above are sold at harvest time. The months of harvest are the important times for market reports on those products. The remainder of the year there is much less interest in their current market prices.

Some of the above products are raised in specialized areas and need to be reported to farmers in those areas only. These may be determined by local inquiry or by reference to the output for each county found in the latest Census of Agriculture.

Products which are unstarred above might well be included in market reports throughout the year because some farmers make sales of these products each marketing day.

The products sold by less than 10 percent but by more than one percent of the farmers in 1945 included:²

¹ Ibid.

² Ibid.

* Principal sales take place at harvest time.

Livestock: Turkeys

Grain and hay: Spring wheat*, Winter wheat*, other tame hay and wild hay.

Vegetables: Sweet corn*.

Fruits: Strawberries* and raspberries*.

Market news reports on prices of those products are needed by farmers producing them. Except for hay, the harvest season for each of these products is fairly short and market reports are most needed for that period. Market news is needed only in those areas where production is centered.

Most turkeys are grown for either of two periods--Thanksgiving or Christmas. Some farmers, however, make sales from storage throughout the year.

From the above it is apparent that certain commodity markets in which sales take place the year around such as hog, cattle, corn, egg and cream markets, should be reported to farmers daily throughout the year.

The markets for other commodities such as fruits and vegetables, which are sold when harvested need reporting only during the time of harvesting and selling those products. It also would be well to report prices paid and supplies sold at other points as the time for local harvest approaches.

*

Principal sales take place at harvest time.

b. Products farmers buy. The farmers feeding livestock and poultry buy feed constituents to supplement the feeds which they grow on their farms. These feedstuffs include: bran, middlings, cottonseed meal (41 percent protein and 43 percent protein), linseed meal (32 percent protein and 34 percent protein), soybean meal (41 percent protein), gluten feed (23 percent protein), hominy feed (white), brewers' dried grains, distillers dried grains, alfalfa meal, (sun cured No. 1, fine, and dehydrated 17 percent protein), copra meal (20 percent protein), peanut meal (45 percent protein), fish meal (67 percent protein), meat scraps (50 percent protein), tankage digester (60 percent protein),¹ anti-biotics, limestone, steamed bone meal, trace minerals and salt.

Some feedstuffs may be substituted one for another in mixing feeds for livestock. Thus the day to day changes in feedstuffs prices are important to farmers who buy large quantities of feed. It is also true that the available feedstuffs may vary from season to season and from area to area. Therefore market reports should include reliable reports of prices of the feedstuffs feed dealers have available for sale to farmers.

c. Products at wholesale levels. A few farmers asked that market reports cover the consumer demand situation. They wanted to know the stocks of meat on hand and the prices that wholesale cuts were bringing. This information is available on dressed meat

¹
U. S. Department of Agriculture. Agricultural statistics, 1950. (1951). p. 74.

for Chicago, New York, Philadelphia and San Francisco. Lard prices are available for the Chicago market. Soybean oil reports are available for Chicago. Cottonseed oil prices are available for Memphis and flour prices are available daily on the Minneapolis market.

Information of the above types may be given farmers from day to day so that they may consider the nature of demand more nearly at the level of the ultimate consumer.

2. Quality grades to cover

a. Hogs. The market reports for each commodity should include all the various qualities, grades and weights sold currently. Emphasis in reporting however should be placed on the grades most farmers are selling. These may change from time to time. For instance, in recent years light and medium weight barrows and gilts made up the largest percentage of sales in the Fall, Winter and Spring. Old sows were of minor relative importance then.¹ During the Summer fewer light weight butcher hogs were delivered to the markets and larger numbers of old sows appeared on markets.² Thus the market conditions for sows would be important to more farmers in Summer months than in Winter months.

¹Ibid. p. 379. Sows amounted to eight percent of the hogs sold at Chicago from October to April 1949-50.

²Wyatt, L. M. U. S. Dept. Agr. Livestock Market News Reporter, Union Stock Yards, Chicago, Illinois. (Private communication). July 2, 1951. Wyatt said that sows made up approximately forty percent of the hogs received on that market in July.

This suggests the merit in covering barrows and gilts most minutely in Fall, Winter and Spring and covering sow markets most thoroughly in Summer.

At all times, barrows and gilts as well as sows are being sold and should be reported. Only change should be the emphasis in the report from season to season.

The survey data indicated the different weight classes of hogs that farmers sold. Figure 9 shows that farmers' last sales

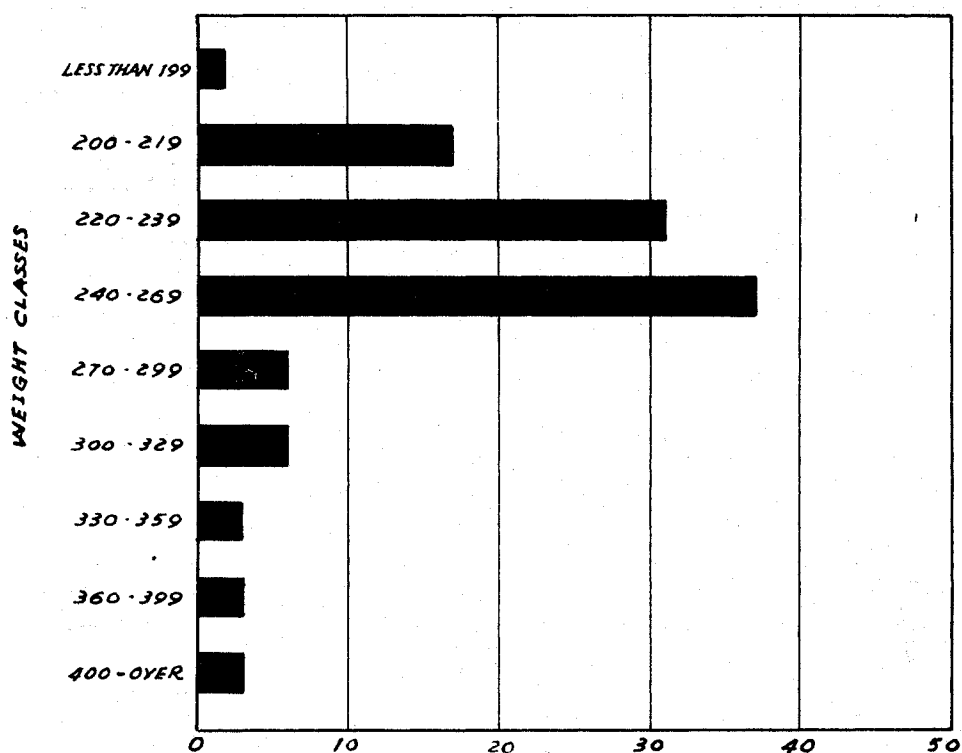


Fig. 9. Weight Classes of Hogs Reported in Last Sales
(percent of lots sold)

included weights ranging from less than 200 lbs. to over 400 lbs. Predominant weight classes were those between 200 and 269 lbs. However, in their last sales before being interviewed three to

seven percent of the farmers sold hogs in each of the five classes from 270 to over 400 lbs.

b. Cattle. Farmers interviewed sold cattle in eleven different market classes. Figure 10. The largest numbers of transactions were

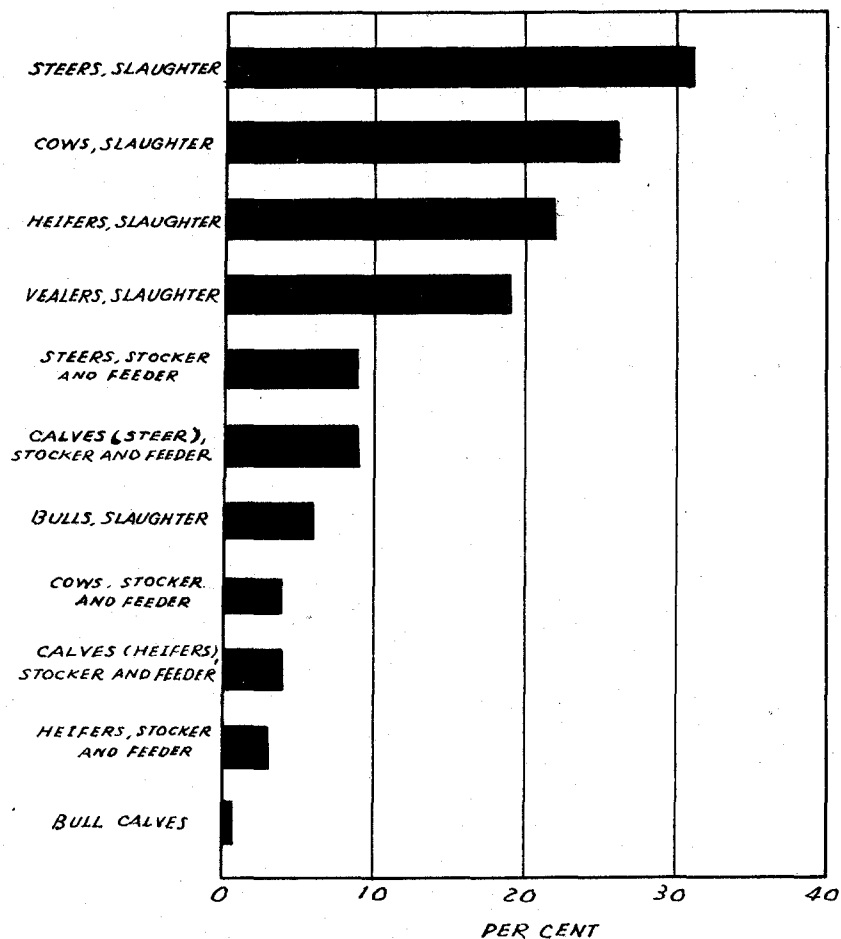


Fig. 10. Kinds of Cattle Sold in Last Sale, by Market Classes
(percent of all lots which were sold in each class)

made up of steers, slaughter cows, slaughter heifers and vealers.

Eighteen percent of the last sales reported were from the two classes, stocker and feeder steers and stocker and feeder steer calves.

The market for feeder cattle is more important than indicated above. For example, in 1948, Iowa cattle feeders bought one feeder steer, stocker or feeder heifer or calf from other states or central markets for every 2.3¹ head of cattle or calves Iowa farmers marketed that year.

Farmers therefore are concerned with market prices for the cattle they may consider buying as well as the several kinds of cattle they have to sell. Farmers may buy steers or heifers from the range for fattening and reselling as finished cattle or they may buy cows, heifers or bulls for stocking their farm or for breeding purposes.

c. Eggs. Eggs may be sold on the basis of size and interior quality determined by candling or on the basis of weight per dozen or ungraded, price based on number of edible eggs delivered.

Farmers sold eggs on each of these bases in 1948. Figure 11.

The names of interior quality grades and their actual specifications have not been uniform from buyer to buyer over the state. However grade names used by each of the buyers do become known to

1

U. S. Department of Agriculture. Agricultural statistics.
op. cit. p. 356.

their customers. Many farmers may consider the relation of graded egg prices to ungraded prices to determine how best to sell their eggs. It is clear therefore that reports of prices being paid for eggs on all actual bases would be useful to farmers.

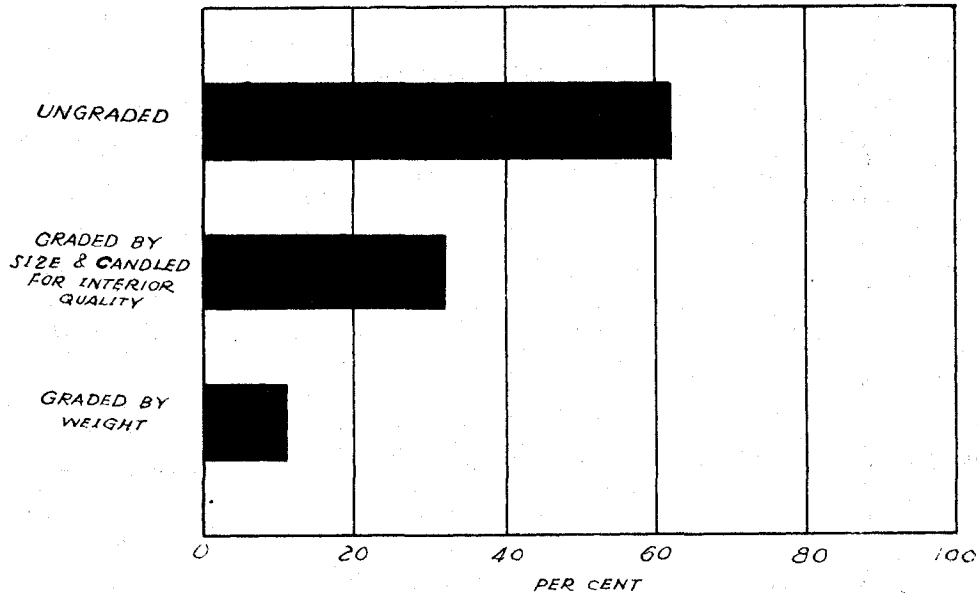


Fig. 11. Bases of Sales for Eggs, Last Sale Before Interview
(percent of farmers selling eggs, 1945)

d. Other products. It has been shown above that farmers sell any of several grades, qualities, market classes or weight classes of the above three products. The same thing takes place in the other products they sell. From this it is concluded that market news, to be of utmost service, should report market conditions including prices on all grades, qualities, market classes or weight classes sold currently. The content of market reports for individual

products then may change seasonally as some grades, etc., become available and others are no longer produced or offered for sale by farmers. However, all that are sold should be reported.

3. Trend information to provide for farmers

a. Amount of change each day. When asked what changes in radio and newspaper market reports they would like, a few farmers suggested: "Give today's prices and note changes from previous market day."

Farmers would know more about the condition of the market for their products if daily reports noted any changes in price that took place between the current day and the previous day. Frequently the trend is the same for several grades. This should be noted. If the change in price differs for different grades, qualities, market classes or weight classes farmers need to have these changes pointed out for them.

b. Change in price related to earlier periods. Day to day price change information is essential for those farmers who are considering making a sale within a few days. Farmers also consider market prices in relation to prices paid for the same grades, etc., the same day, the previous week and four weeks before. This information may be used by farmers deciding whether to sell their product immediately or hold (or further fatten) for later sale. The weekly and monthly trend has a bearing on their production and marketing decisions of this nature.

At present, trend information for more than one day is not a part of daily federal market news reports. The information may be kept up for daily reporting by simple clerical operations, however.

c. Change in margins between grades. An important price relationship in terms of marketing many farm products is the change in price differences between grades, etc. Those changes in margins between grades frequently become quite important from season to season as production conditions change. Farmers having that information may reconsider the market for their product in the light of these longer range price movement trends. This type reaction is especially possible where farmers are in a position to change the grade of their product such as beef cattle by changing feeding practices. Hog farmers also may decide to sell at lower weights than usual, for instance, because the discount for heavier hogs is apparently becoming greater.

Similarly, farmers may compare the current price of corn with their estimate of its price at a future date when it would have a lower moisture content due to holding.

Consideration of these trends in grades and between grades requires comparison of current prices with those of like periods earlier in the marketing year. These changes would show up if prices were compared with the same day a week earlier, same day four weeks earlier, and same day previous season.

d. Reasons for price changes. Probably more important than actual changes in prices that have taken place are the reasons for

these changes. A few farmers said they wanted to know why prices rose or fell. Others asked why there were occasional wide differences in price within one 24 hour period.

Sometimes market reporters account for trends by indicating what force seemed to cause the market to change. They have done this by inserting such statements as those which follow. (Trend information is underlined.) "The market supply of slaughter steers and heifers is light. Prices are largely steady but the Chicago market is strong to 50 cents higher on steers and yearlings and steady to strong on heifers." "Prices on the hog market, and especially top prices, have been skidding since the seasonal rush to market began early last month." "Iowa Minnesota hogs. Trade Thursday, moderately active to slow."¹

Reporters, in the above quotations, referred to causes of both day to day and seasonal trends in the prices of various grades of products. Farmers can bargain better in selling if they know as much as possible about the causes of price changes.

e. Changes in market receipts. This further suggests the need for providing information that often has a bearing on future prices. Total volume of farm commodities expected to arrive on the market the following day related to the current day's receipts and those of the same day a week and year before help farmers evaluate their chances for a certain price the following day.

¹United Press Associations. (Radio teletype report.) Received via teletype at Ames, Iowa. November 10, 1949.

Estimated receipts, actual receipts for the day and those for the same day the year before are available on at least two of the press association teletype reports.

It has been pointed out that farmers need to know when the price margin between two grades of one product changes. They also need to know why it happens. If the margins usually broaden and narrow seasonally, this reason should be pointed out. If there are new conditions causing a change in demand or supply of one grade but not certain others, price margins between grades may change. Farmers want to know the conditions that account for changes in margins between grades.

f. Changes between products. Another price relationship important to farmers is that between commodities. Both cattle and hogs are fattened on corn. There are other considerations, but farmers may consider the difference between the price of cattle and the price of hogs in deciding how best to utilize their corn. If farmers find the margin in price between the two widening, they may consider breeding fewer sows and buying more cattle to feed. This assumes that farmers formulate price expectations upon prices currently being paid.¹

Another instance may be the change in price relationship between two protein feed supplements such as soybean meal and cotton seed meal. Sheep and cattle feeders may use either protein supplement

¹Schultz, T. W. and Brownlee, O. H. Two trials to determine expectation models applicable to agriculture. Quarterly Journal of Economics. 56:494-496. 1942.

for most fattening purposes. They should use whichever is the cheaper per pound of protein.¹ Table 20 shows the relative costs per pound of protein for six protein feeds for November 15, 1950. If cottonseed meal had been \$75 per ton or seven dollars cheaper

Table 20. Cost per Pound of Protein for Fattening Livestock^a

Feed	Iowa Price per ton Dec. '50	Total Protein Content in Percent	Pounds of Total Pro- tein per Ton	Cost per Pound of Total Protein
Gluton Feed	\$ 78	23	460	.17
Meat Scraps	130	50	1000	.13
Linseed Meal	81	34	680	.119
Cottonseed Meal	94	41	820	.115
Tankage	130	60	1200	.108
Soybean Meal	82	44	880	.093

^aPearce. Footnote 1, page 86 .

than soybean meal, its cost per pound of protein would amount to \$.091 or slightly less than soybean meal cost per pound of protein. If farmers were informed of price changes which caused changes in the relationship between products, they then could consider changing practices to what they expect to be the more profitable combination.

From Table 20, the reader can see that knowledge of the shifts in price relationships among the six supplements might cause farmers to change their feed buying practices.

The knowledge of the conditions causing a change in price relationships would help farmers anticipate changes in the future.

¹ Pearce, Wayne A. Your best protein buy. The Iowa Farm Outlook Letter, Iowa State College. Agricultural Extension Service Economic Information. 1-199. Ames, Iowa. Dec. 14, 1950.

4. Market points to cover

Two questions in the survey obtained information on the market points farmers checked or wanted to check. In answer to a question on changes in market reports*, a few farmers asked for "local markets including cream and egg prices." "Grain reports for more Midwest cities." "Complete tabulated reports on all Midwest terminal markets."

Table 21 shows that when farmers were asked what market points they

Table 21. Market Points Farmers Paid Attention to For Market News on Radio and in Newspapers
(percent who sold commodity mentioning type)

Type of Market Named	Farmers who sold:					
	Hogs percent	Cattle percent	Corn percent	Soybeans percent	Eggs percent	Cream percent
Terminal	79	89	52	47	16	10
Interior or Iowa	68	41	23	28	7	4
Local ^a (Same County)	5	4	35	34	28	30

^a Each market, whether terminal, interior or local was classified as local if it was located in same county as farm bringing respondent into the sample.

paid attention to on radio and in newspapers when marketing each of the six survey commodities,** they indicated different points for different commodities.

Terminal and interior markets were important to farmers selling hogs, but farmers selling eggs paid attention most to local markets.

Farmers selling grain were more evenly divided in their attention between terminal markets, larger Iowa markets and local markets.

*In what way would you like to change market news reports as they are on the radio or in print? Question K-1.

** Hogs, cattle, corn, soybeans, cream and eggs.

The points most farmers pay attention to are either (1) those at which they may sell their products, (2) the points whose prices they believe set the price for their own outlet or (3) the only markets on which they can get information. From the market news medium standpoint, the latter continues to be restrictive. If information is not available to a news medium at low cost, such information cannot be made available to farmers.

However, news media may get press association teletype reports on those terminal markets where farmers' livestock and grain are sold in volume. Certain market information on other markets nearer at hand has been available to Iowa farmers through the Federal-State reports of Interior Iowa and Southern Minnesota hog and lamb markets and Iowa egg markets. These also are disseminated by press association teletype.

Farmers themselves have obtained information on other commodity markets by subscribing to newspapers from nearby cities or listening to radio market news from those points.

The evidence above indicates that each medium should report every terminal or other market receiving any volume of goods from farmers reached by the medium. In addition, farmers want to know what prices are being paid for their products at their nearby or local market. These market conditions should be reported as fully as those at a greater distance. Thus all markets for all commodities originating in the area covered by the medium should be reported.

5. Miscellaneous service information

Market news today is composed of reports of prices paid, supplies received and some reasons for changes in price on the important markets for the principal farm commodities. From the farmer's immediate viewpoint, marketing consists of the decision to sell, selection of buyer, and movement of product to buyer. The financial elements of marketing are the gross income from sale and the costs of sale. The farmer considers not only prices to be received but costs of delivery and selling. For that reason farmers need to know about changes in marketing costs that might affect their net income from sales to particular markets or all markets.

a. Transportation rate changes. Market news for farmers should include notice of changes in rail and truck transportation rates on farm commodities as this information becomes available to the public. A knowledge of both local hauling charges and those for long distance hauling may help farmers market more wisely.

b. Public market handling fees. Public markets generally have charges for handling and holding farm products. Market news should include notification of changes in rates charged at marketing points so that farmers may be made aware of changes affecting their marketing costs just as they occur.

Notice should also be given on changes in such other service fees as inspection, grading or vaccination.

Fees that may be involved in sales of livestock after transportation to public markets include weighing charge, yardage charge,

insurance and inspection, feed consumed by livestock in yard, dues to trade association and commission charges.¹ Costs of selling grain may include inspection and grading fee, commissions, weighing fees and storage charges.²

c. Changes affecting consumer demand. A knowledge of the factors that cause changes in demand for each farm product helps farmers estimate what price may be in the future. Although consumer demand for food and fibre does not change quickly, changes in other areas of the economy may affect the prices of farm products.

d. Other conditions affecting price. The introduction of price controls by federal agencies and the large scale importation of products which are also raised in the United States may cause some drop in prices or delay an expected rise in prices for those goods. Farm products demand may increase by development or discovery of new export markets, development of new industrial products using farm products as a raw material or broadening the market size by introducing a two price system or consumption subsidies. Supplies sold at a given farm price may be increased because of a fall in consumer price caused by removal of barriers to internal trade such as inspection of fruits at state borders and special coloring for oleomargarine, greater efficiency in the distributive process and narrowing marketing cost margins between producers and consumers. These changes should be reported to farmers as they take place.

¹ Norton, L. J. and Scranton, L. L. The marketing of farm products. Danville, Ill. The Interstate. 1949. p. 192-193.

² Ibid. p. 273-278.

B. A Proposed Method for Gathering Local Market Reports Daily

Local markets are least apt to be reported to farmers because the sources which supply most of the market news farmers receive cover the principal markets only.

Table 22 shows that only a few more than half the news media carried local market news on any commodities. The largest number

Table 22. News Media Coverage of Local Markets
(percent of media covering local markets)

Local Commodity Market for:	Percent of daily news- papers. ^a	Percent of Iowa radio stations broadcasting any market news ^b
Hogs	52	66
Cattle	27	58
Corn and Soybeans	48	33
Cream	48	24
Eggs	62	48

^a See asterisk, page 22.

^b See asterisk, page 18.

of radio stations reported local hog market information. The fewest broadcast local cream market information. The highest number of daily newspapers published local egg market news. The lowest number of dailies published local cattle market information.

Thus, although most farmers get market reports for their products at more distant points, large numbers cannot get reports on the

smaller markets located nearby their farms.

Many farmers sell their hogs, for instance, at points which are not reported by the Federal (terminal) or Federal-State (interior Iowa and Southern Minnesota) Market News Services. Table 23 shows where farmers in the survey sold the hogs on which their interview

Table 23. Hog Transactions, by Outlets
(percent of hog transactions)

Type of Outlet	Percent
Reload stations*	34
Independent buyers*	21
Interior packing plant	14
Commission house on terminal market	13
Order buyers*	9
Livestock shipping association*	3
Auction sales barn or farm dispersal*	2
Trucker-buyer*	2
Other*	2

* Represents type of outlet not generally covered in Federal or Federal-State Market News reports.

was based. The types of outlets followed by an asterisk are not generally covered in terminal or interior reports. The sum of those transactions at points not reported amounts to 73 percent of the hog transactions considered.

We have shown above that large numbers of farmers refer to market news as they prepare to sell their products. This information indicates that many news media are not supplying local market information which farmers need to help them do a better job of

marketing.

The radio stations and newspapers that carry local market reports have a fairly simple method for gathering the local market information they disseminate.

If located in the same city as a Federal or Federal-State market news office, the representatives of the news media phone the market news office for reports prepared especially for them by the reporters. If there is no reporter on the local market the reports of prices are obtained by calling or visiting the offices of farm products buyers and feed sellers. This information is thus assembled and then disseminated through the medium gathering it.

The news media in any town or city which do not now have a market news reporting system may make simple arrangements for gathering market news at low cost. This arrangement will be described in the following paragraphs.

The parties interested in the dissemination of market information include, (1) Those who buy farmers' products: hog buyers, egg and poultry buyers, cattle buyers, produce stations, creameries, grain elevators, feed stores, packing plants, canneries and freezers, produce buyers and truckers. (2) Newspapers and radio stations which disseminate market news to round out their format and better serve subscribers or listeners. (3) Farmers who sell, buy or use farm products in their farming enterprise.

To set up a simple market news reporting arrangement the news media may agree to hire a market reporter who obtains his or her

income on a service basis by payment from the news media and the farm products buyers.

The market news reporter gathers his information by telephone. He can phone to get accurate reports because most buyers pay posted prices. Posted prices are those the buyer stands ready to pay for a certain period of time, usually the remainder of the day.

The phone calls should be placed, by arrangement with the buyers, at the earliest time the buyer may be certain what prices he intends to pay. This generally should be by 10:30 a.m. each marketing day. This time may vary for different commodities. Elevator grain prices, for instance, may change frequently from the time the market opens until 1:30 p.m., when the grain exchanges have closed.

The information which the market news reporter gathers should be in conformity with the suggestions outlined in "Improvements in content of market news" above. The market reporter serving the general farming areas of Iowa should cover all commodities marketed in his locality. These include markets buying hogs, cattle, sheep, corn, soybeans, oats, poultry, turkeys, eggs and cream. This report would also include prices quoted at those firms selling feedstuffs to farmers.

All grades and qualities should be reported for every commodity sold. The local market news reporter's data sheet for 10:30 a.m. might contain the following information.¹

¹Prices paid or offered by buyers and selling prices posted by feed dealers in Ames, Iowa. July 16, 1951. (Private communication with each buyer and seller.)

Commodity	Grade	Buyer No. 1	Buyer No. 2	Buyer No. 3
Hogs	Butchers per cwt.			
	180-190 lbs.	21.25		
	190-240	21.75		
	240-270	21.25		
	270-300	20.75		
	300-330	20.00		
	330-360	19.25		
	360-400	18.50		
	Sows			
	Up to 300	19.25		
	300-330	19.00		
	330-360	18.75		
	360-400	18.25		
	400-450	17.75		
	450-500	17.25		
	500-550	16.75		
	Stags			
	Up to 400 lbs.	14.75		
	400 to 500	13.75		
	500 to 600	12.75		
Corn	No. 2. Yellow Bu.	1.57	Grain prices as of close of market Saturday, July 14.	
Soybeans	No. 2. Yellow Bu.	2.85	Current day's report available at 1:30 p.m. and is good until 8:30 a.m. following market day.	
Oats	36 lb. No. 1 White Bu.	.80		
Poultry				
	Heavy hens over 4 $\frac{1}{2}$ lbs.	.24	.22	
	Light hens and Leghorns	.21	.20	
	Hybrid hens	---	.21	
	Springs 5 lbs. plus	.27	.25	
	4 to 5 lbs.	.25	.25	
	Lights and leghorns			
	Under 4 lbs.	.20	.27	
Eggs	Current Receipts	.38	.38	.38
Cream	Sweet lb.	.71	.71	
	No. 1 lb.	.70	.70	
	No. 2 lb.	.67	.68	

Commodity	Grade	Buyer No. 1	Buyer No. 2	Buyer No. 3
Feedstuffs				
	60% Tankage cwt.	5.75	6.15	
	41% Soybean meal	4.40	4.50	
	34% Linseed Oil meal	4.00	4.00	
	41% Cottonseed meal	5.40	---	
	Bone meal	5.25	5.95	
	Dehydrated alfalfa meal	3.50	3.75	
	Bran	3.55	3.70	
	Middlings	4.00	4.65	
	Trace Mineral lb.	.20		
	61% fish meal cwt.	9.50	---	

The grade or weight classes shown above were those in use locally. These classes may change from time to time. The buyers usually state the grades for which they are paying different prices. However, hog buyers drop the prices of hogs much the same amounts for each increase in weight class. Thus the hogs in Ames which weighed 190 to 240 lbs. sold for \$21.75 while 75¢ less per 30 lb. class was paid for those butcher hogs up to 360 lbs. and for the class from 360 to 400 lbs. Sows were \$19.25 at the top, which included sows up to 300 lbs. These declined 25 cents per hundred lbs. in 30 lb. breaks to 360 lbs. and fell in 50 cent units for each class heavier than 360 lbs. Stag hogs up to 400 lbs. were priced at \$14.75. Each 100 lb. class above that was priced \$1.00 less than the next lighter class.

One hog buyer stated¹ that farmers generally know the amount of the hog price discounts for weight. He thought it would be

¹ Randles, Kenneth, Ames, Iowa. Information on hog buying. (Private communication.) 1951.

necessary to repeat those discounts only when changes in mark downs for each weight class take place. However, since the number of weight classes is not great and many farmers do sell hogs in other than the top price class, it is suggested that reports be made on all weight classes in which sales are expected.

The market news reporter should give the report to each news medium as soon as the report data has been gathered. Radio stations should schedule their local market news broadcasts as early in the day as they can reasonably expect to receive the report. Newspapers should get their report at the same time so that they may set the type for publication. Daily newspapers may add the 1:30 p.m. prices for grain at elevators. Daily newspapers are usually published after that time.

C. Improvements in Radio Market News

1. Stations that should broadcast market news

a. Large area coverage stations. The three principal types of markets to which Iowa farmers sell their products are (1) terminal, (2) interior or Iowa and (3) local (within the county of the farm). Table 23, page 92 shows that 13 percent of the most recent hog transactions before the interview went to terminal markets and 14 percent of the hog transactions were made with interior packing plants. A few of the larger reload stations also are covered in the Iowa and Southern Minnesota interior market report. Those terminal and interior markets are covered adequately in Iowa by one

large area coverage station. That is WOI which is centrally located at Ames.

This is as it should be. It is necessary for but one station which can be tuned in by farmers over a large area to provide a thorough report of the markets handling the largest volumes of the products raised in the area. That information, if provided by one radio station, gives farmers an opportunity to consider all of the larger market outlets at one time.

When a large area coverage station broadcasts information on the larger volume markets, all of its information on any commodity has a bearing on the prices farmers might get for that product. Farmers over the whole area may thus consider all markets before deciding which would be the most profitable place to make a sale. Price differentials between markets change from time to time. Farmers can maximize their marketing income by being aware of these changes between markets.

b. Small area coverage stations. Local farm products buyers base their paying prices on the market as represented by conditions on the major markets. These may be adjusted upward or downward depending on local supply and demand conditions. Since local conditions do affect price and local prices generally differ from town to town, it should be the function of one small area coverage station in every radio station community to broadcast local market reports daily. If such station schedules its local market news program immediately before or after the large area coverage general report,

then farmers would be able to get complete market information quickly for all markets considered. This would tend to bring the farmer nearer to the goal of complete information for marketing his farm products.

2. Times market news should be broadcast

The principal value of radio as a medium for disseminating market news is that its message may be transmitted at any time. Market news to be of most value to all farmers should be disseminated just as quickly as the market fact is established.

Most markets open and close at regular times so that information based on the markets may be issued at scheduled times. For instance, hog sales at the Chicago Union Stock Yards start at 8 a.m. By 8:30 the Federal Market News Service reporter tries to have sufficient information on sales and the tone of the market to issue a "flash on opening hog prices".¹ Again at 9:15 a "second flash on hog prices" is issued. By 10:50 a large number of sales usually have taken place. At that time the Chicago reporters file a "Mid-session report on hogs, cattle and sheep" representing the market conditions then. At 1 p.m. the reporters file a closing cattle, hog and sheep report.² A radio station may arrange to

¹ U. S. Production and Marketing Administration. U. S. Department of Agriculture market news service in the Midwest. p. 2.

² Ibid.

receive wire reports from the market news service as fast as they are issued. Their market news program, if broadcast soon after receipt of this information, would be early enough to help farmers gain complete information as early as any one outside the market.

Lists of the wire reports of livestock markets prepared by two market news offices are shown below.¹

Chicago - Union Stock Yards

Name of report	Time issued
Estimated receipts cattle, hogs, and sheep	6:00 a.m.
Estimated receipts at 12 Midwest markets	7:00 a.m.
Flash on opening hog prices	8:30 a.m.
Second flash on hog prices	9:15 a.m.
Chicago wholesale meat trade	10:00 a.m.
Opening flash on cattle and sheep	10:00 a.m.
Midsession report on cattle, hogs and sheep	10:50 a.m.
Advance estimate of receipts for following day	11:00 a.m.
Closing cattle, hog and sheep reports	1:00 p.m.
Grass Cattle report (July 15-Nov. 15)	1:00 p.m.

Des Moines²

(Based on market conditions, receipts, and prices at packing plants and direct buying stations in interior Iowa and southern Minnesota.)

Daily report of hog and sheep receipts	9:30 a.m.
Flash on hog and sheep prices	9:45 a.m.
Midmorning report on hog and sheep prices	10:40 a.m.
Closing report on hog and sheep prices	12:00 a.m.

The Information Branch of the Production and Marketing Administration in Chicago provides daily and weekly market summaries based on reports from all the market news offices in the Midwest. These

¹ Ibid.

² Ibid. p. 5.

summaries are furnished to press associations primarily for radio use. The type of report and time of issuance are shown below.¹

Opening livestock and meat trade	9:30 a.m.
Morning farm prices	10:30 a.m.
Daily mid-morning livestock summary	11:30 a.m.
Daily farm market analysis	3:30 p.m.
Daily market digest	5:00 p.m.
Weekly farm market digest	Friday
Weekly feedstuffs and hay report	Friday
Weekly grain review	Friday
Weekly Boston wool market review	Friday

Market news schedules like those above showing when reports are available from various markets also indicate when market news should be broadcast to farmers.

Early morning farm programs (6 to 7:30 a.m.) should carry any new information that would indicate whether the markets for the day would be higher, lower or the same as the previous day. Such information would include estimated receipts of farm products at principal markets that morning and other news that might affect sales and prices that day.

Soon after 8:30 a.m. the Chicago hog flash may be broadcast. This is a brief report of the earliest sales of hogs on the Chicago market. At 10:30 a.m. a complete report of all commodity markets available should be made. This would include terminal and interior livestock markets, terminal poultry, egg and butter markets.

A noon program might review the morning market up to 12 noon.

¹
Ibid., p. 14.

At 1:30 p.m. a broadcast might include closing reports on the cash grain, poultry, livestock, cream, butter, egg and dressed meat markets. Advance estimates of receipts for the following day also are available for dissemination at that time.

Among the suggestions farmers offered to improve market news reports were requests for earlier reports and market reports broadcast more often during the marketing day. Market news broadcasts should be scheduled in such a way that farmers get every bit of helpful information as soon as possible after it becomes available. This means that timeliness is part of the principle of complete market news broadcasting.

3. Methods for giving reports

Some of the farmers who suggested changes in radio market news presentation asked for greater accuracy and more understandable information. Others asked that announcers talk plainer. Some said announcers gave their market news in a way that was too sing-song and others asked that announcers "know their markets."

In answer to the question, "When you can't listen to market reports do you have someone else listen for you?" 67 percent of the farm operators selling hogs said "Yes".

The above information from two different parts of the survey stresses the need for completely accurate and understandable reporting by radio announcers. As part of accuracy and understandability, deliberate speech is essential in market news presentation. There

are two reasons why delivery should be slow and deliberate. One is that a large group of listeners may be copying parts of the report for others who can't be at the radio. Secondly errors in reading the report may be reduced by deliberate reading.

Along with timing goes the need for being certain that each word in the report is understandable to the listeners. If new terms that are not ordinarily heard appear in the report they should be explained briefly by the announcer. If the report as received over the wire is not clear to the announcer, he should check the report and rewrite it clearly so that farmers may understand it also.

Stations broadcasting market news about two or more market points should consider whether a number of markets for one commodity should be broadcast together or whether all commodities for one market point need be broadcast first before taking up the next market. This is a problem in program or format planning. From the standpoint of the farm listener who is planning to sell a particular commodity, the broadcast covering a number of markets for the product may provide the most information in a short time.

The farmer who considers selling several different products in a fairly short time and who normally does not change market points probably wants to listen to the report for all commodities for one market.

Twenty-one percent of the farmers who sold hogs in 1948 made their last sale at some other market point or firm than usual. This means that some percentage larger than 21 percent of all farmers

selling hogs think about more than one market as a possible outlet for their saleable hogs. The percentage must be larger than 21 percent because some farmers probably considered selling to a new market but finally sold to their usual outlet.

That information leads us to the conclusion that where farmers consider alternative outlets for the commodity, market reports might well be presented for all points at one time for each commodity. Thus a farmer may consider the prices offered for his product at a number of markets in a very short time while listening to the market news broadcast.

Prices should be quoted for the several grades or weight classes of each commodity for each market. For instance, the two largest selling kinds of hogs are butchers and sows. Most butcher hogs are graded in one broad grade called "good to choice".¹ Three weight classes of butcher hogs were mentioned in an evening newspaper dispatch² on the Chicago market in March 1951. These were 165 to 190 lbs., 190 to 270 lbs. and 270 lbs. to 330 lbs. Among sows there were two weight classes published,³ those weighing up to 450 lbs. and those weighing 450 to 600 lbs.

It is believed that the grades and classes for the commodity may best be reported together for each market. Then a number of markets

¹The term "choice" as defined in the U. S. Dept. Agr. proposed live hog standards was being used in the reports of some Federal Market News offices as of mid-Summer, 1951. Standards are described in Reed, N. E. Three hogs went to market. Marketing Activities. U. S. Production and Marketing Administration, U. S. Dept. Agr. 13, No. 2:3-9. Feb. 1950.

²Chicago livestock market report of the U. S. Dept. Agr. market news service as reported by Associated Press. Des Moines Tribune. March 2, 1951, p. 20.

³Ibid.

should be covered when reporting on the commodity. Commodities and markets, however, should be covered in an established sequence so that the listener may know when to expect to hear markets and commodities in which he is interested.

Thus a general hog report covering five markets might be given in the following sequence:

HOGS:

CHICAGO

Good to Choice Butchers	165 to 190 lbs.	_____
	190 to 270 lbs.	_____
	270 to 330 lbs.	_____
Good and Choice Sows	450 lbs. down	_____
	450 to 600 lbs.	_____

DES MOINES

Good to Choice Butchers	160 to 170 lbs.	_____
	170 to 190 lbs.	_____
	190 to 240 lbs.	_____
	240 to 270 lbs.	_____
	270 to 300 lbs.	_____
	300 to 330 lbs.	_____
Good Packing Sows	450 lbs. down	_____
	450 to 600 lbs.	_____

FORT DODGE

Good to Choice Butchers	160 to 170 lbs.	_____
	170 to 200 lbs.	_____
	200 to 240 lbs.	_____
	240 to 260 lbs.	_____
	260 to 300 lbs.	_____
	300 to 330 lbs.	_____

SIOUX CITY

Good to Choice Butchers	160 to 200 lbs.	_____
	200 to 240 lbs.	_____
	240 to 270 lbs.	_____
	270 to 300 lbs.	_____
	300 to 330 lbs.	_____
Good and Choice Sows	400 and under	_____
Good Sows	400 to 550 lbs.	_____

OMAHA

Good to Choice Butchers	160 to 180 lbs.	_____
	180 to 240 lbs.	_____

Omaha, continued

240 to 270 lbs.

270 to 300 lbs.

300 to 360 lbs.

Good and Choice Sows

Up to 400 lbs.

Good Sows

400 to 550 lbs.

D. Improvements in Daily Newspaper Market News

1. Daily newspapers that should publish market news

Seventy-one percent of Iowa's farmers regularly received but one daily newspaper in 1949. This is unlike the large number of radio stations farmers may choose for their market news during a day. Also, each newspaper may or may not have contained market news. Eighty-nine percent of Iowa's estimated 186,913 open country zone farmers received daily newspapers in April-May, 1949. On the average those farmers who received any daily newspapers had 1.2 such papers coming into their homes regularly.

Although 33 percent received the Des Moines Register which circulates widely throughout central Iowa, 56 other daily newspapers published in every part of Iowa and at nearby cities in bordering states went into homes of farmers interviewed. Among those daily newspapers named were those which published complete market news for many of the markets handling most products grown in their circulation area. Other newspapers farmers named contained no market news or covered but one market by publishing a brief report received from their press association.

The fact that most farmers receive but one daily newspaper indicates that every daily newspaper is responsible for providing complete market news reports for its farm readers. This applies to small circulation dailies as well as to large circulation daily

newspapers, because for most of its farm readers each paper is the single newspaper those readers have for getting market information. If market information is poorly prepared or missing completely, the readers do not have the advantages in marketing that other farmers have who read other daily newspapers with more complete market news.

Daily newspapers should carry market news because relatively high percentages of farmers referred to them. Fifty-one percent of the hog sellers, 41 percent of the corn sellers, 39 percent of the cattle sellers and 36 percent of the soybean sellers said they read daily newspaper market news on those products from day to day as they planned their sales. Only eleven and eight percent of the egg and cream sellers respectively said they read market news on those products in the month before interview. This may be an indication that egg and cream reports were poorly presented, or that farmers were not interested in seeing them. The fact is that most daily newspaper egg and cream reports were quite incomplete and had much room for improvement.

2. The format for market news published in daily newspapers

Grain futures reports come to daily newspapers over the press association teletypes in tabular form and most other market news is received in text or narrative form. That gathered locally can be gathered and presented most easily in tabular form. Generally comment on local markets is not necessary, since the trends of local markets often follow larger markets.

Some farmers asked to see the prices for all markets on one line for each grade. Thus they would be able to check for the prices that various markets are offering for the product they have to sell by simply referring to one line in the newspaper. This calls for tabular presentation.

However, some farmers are concerned with the trend of the market. Market news to them includes reference to changes in trends among products, grades and weight classes. This type of information can best be reported in text or narrative form by statements that prices for the product rose or fell by a given amount today as compared with the previous marketing day.

Thus newspapers should publish their market reports for farmers in tabular form and then report price changes and trends in text or narrative form. The market news tables should list cities across the top and list products, grades and weight classes vertically. Farmers may then look down the side of the table to find the product and then compare various market points across the table.

The farmers interested in trend may refer to news stories containing comment on the markets each day. Such stories explain the actual change in the market as well as expected tendencies where such observations seem practical.

E. Other Improvements in Market News Dissemination

1. Livestock market dailies

The livestock market daily newspapers published at Chicago, East St. Louis, Kansas City and Omaha contain the most complete reports available on transactions at their markets. Individually, their circulation was not high among Iowa farmers in 1949. Five percent reported receiving the Chicago Daily Drovers' Journal and three percent reported receiving the Omaha Journal-Stockman. No farmers mentioned receiving any of the other daily livestock market newspapers.

The low circulation of these papers suggests that other media may be performing their function adequately in Iowa. The fact that they continue to prosper apparently has little to do with the number of farmers who read them in Iowa. If their goal is to increase their service to Iowa farmers they need to consider ways of increasing circulation among those farmers. This may be done by promoting their newspapers through market news broadcasts. This report shows that the one radio station which provided complete and timely market news has attracted a large number of listeners to its mid-morning market news programs. The livestock market dailies probably could do the same if they adopted radio as their voice.

2. Weekly newspapers

Cities and towns not served by locally published daily newspapers usually have weekly newspapers. Fifty-nine percent of Iowa's farmers received such weekly newspapers. Thirty-eight percent regularly received one, 18 percent received two and three percent reported receiving three or more weekly newspapers in their homes.

A few of these weekly newspapers published local market reports as of the day of printing. These reports included prices paid locally for hogs, cattle, grain, cream, poultry and eggs. No farmers in the survey mentioned reading market reports in weekly newspapers. Some farmers mentioned that weekly newspapers ought to have market reports. Some other farmers suggested improvements in market news dissemination that would apply to weekly newspapers. Some asked for weekly summaries of market news and others called for weekly government reports on hogs and turkeys. These market reports or reviews would fit into the weekly newspaper format if newspapers would get them from Federal or Federal-State market news offices or if local market news were gathered by the newspaper staff.

A uniform weekly newspaper market service might well include (1) a review of the trends on the large livestock and grain markets, (2) the most recent prices available on the local markets and (3) the radio program schedule for the best day to day market news broadcasts that can be received in the area of publication.

The market news reviews now published by Federal Market News offices generally are issued on Friday. Friday is too late for

good connections with most weekly newspaper publication dates since they usually are placed in subscribers' mail boxes by Friday. It is suggested that Agricultural Extension offices which prepare weekly releases for newspapers also might prepare a market summary expressly for weekly newspaper publication. Such a service could review the week's market up to Tuesday for Tuesday mailing to newspapers publishing on Thursday or Friday. This would provide farmers with accurate midweek summary reports not otherwise obtainable since most summary material is now prepared at the weekend for Saturday and Sunday publication.

3. Government mimeographed market reports

[Five percent of the farmers selling hogs and three percent of those selling cattle in 1948 said they read government mimeographed market reports on those products.] These reports were published either daily, weekly or monthly. Market news service personnel have stated that about 50 percent of their mimeographed market reports went to farmers. The remainder were used principally by publishers of farm papers and magazines and other business men who considered farm products prices in their businesses. Some of the information contained in these market reports probably was disseminated to more farmers by these publishers and business men. Farm papers and magazines for instance regularly publish a section in which they attempt to forecast farm production and marketing conditions. In those forecasts they estimate market conditions after considering

the market reports they receive. Because of this further dissemination it isn't considered appropriate to discontinue or weaken the market news service mimeographed market reports.

If the market news services wish to strengthen the use farmers make of the mimeographed reports their personnel should consider changing their format to one that is more easily read. This would be in line with the modernizing that some U. S. Department of Agriculture publications have undergone. In addition the government reports should contain full market trend information to help farmers better anticipate market changes.

Under any conditions mailed government market reports would continue to arrive later than the information farmers get by radio. As supplementary information, however, the mimeographed reports would have merit when in the hands of farmers. For this reason it is suggested that steps be taken to acquaint farmers with the government market reports that they may receive. Thus when radio stations broadcast market news the announcer occasionally might tell what government reports would give more detailed information and how to obtain those reports. Publicity should also be given by the farm papers and newspapers which publish portions of the government market reports.

It is possible that mimeographed market news reports are not primarily edited for farm use, but rather for the business firms that receive them. At the same time the market news services may find that they should edit a separate publication to be disseminated

directly to farmers to supply their need for complete and accurate market information in areas where that isn't available in the mass media of dissemination.

Farmers paid most attention to the market news medium which came to them most frequently. Thus it is suggested that mimeographed market news reports be published and mailed daily to be of the most service to farmers.

In this section, then, we suggest that although market news mimeographed and mailed by the market news service offices is not now used in a general way by farmers, the market news services should continue and improve this publication against the possibility that mass media of dissemination may not serve certain areas of production or may cut out more of reports than would serve farmers best. These reports would be read especially by farmers interested in complete information on their markets. It is further suggested that the availability of these publications be given full publicity so that farmers will know how to obtain them easily.

4. Commission firm newsletters

Seven percent of the farmers who sold cattle and five percent of those who sold hogs recalled reading market information in newsletters mailed to them by commission firms located on the terminal markets. Farmers who sold their hogs and cattle through commission firms on the terminal markets were more apt to have read market information in commission firm newsletters than farmers who did not

sell through terminal markets.

There were no suggestions made about market news appearing in commission firm newsletters.

Commission firms will probably continue publishing their newsletters because of their possible effect in maintaining or increasing the business of the particular commission firm. To make certain that large numbers of farmers will be attracted to the market as a place to sell their livestock, however, it is suggested that all commission firms on a market should combine with the stockyards company to take advantage of the overwhelming attention farmers paid to radio market news by advertising the market through a radio market news program.

An organization somewhat like that described above broadcasts Sioux City terminal stockyards reports over radio station WNAX at 12:15 daily. Although other broadcasts of information on two or more markets had larger numbers of listeners, the WNAX program had a larger audience in Iowa than any other program broadcast from a terminal market.

Since the commission firms and the stockyards company stand to gain by any increases in business which result from providing such a service, it seems appropriate that they should sponsor a complete market news program which would be apt to enhance their business and at the same time, increase the market knowledge of farmers in their area.

5. FM Radio Facsimile - A new method for disseminating market news

This study has revealed certain weaknesses in market news dissemination, some of which haven't been solved by the improvements suggested so far. These problem areas include the following:

(1) Of all radio set owners, the numbers who are vitally interested in market news reports at any one time are quite small. For this reason some stations¹ now committed to broadcasting market news cannot justify increasing the market news broadcasting time sufficiently to produce the complete market news program described in this study.

(2) Although radio market news provides rapid dissemination of news to farmers it doesn't provide the permanent record which newspapers provide. This means that farmers who can't be at the radio when the market news is broadcast must either miss it or have someone else take down or memorize the information for them. These methods of relaying market reports are subject to errors of copying or errors of memory.

(3) The market news passes through too many hands from reporter to farmer. The reporters of the Market News Services are extremely careful to gather complete and unbiased market information. They check the messages which they provide for transmission to the news services and ultimate dissemination to newspapers and radio stations. Their control of the information the farmer receives ends at their

¹Worcester, Charles. Farm Service Director, WMT, Cedar Rapids, Iowa. (Private communication.) 1949.

offices. The press associations usually move the information to their clients by teletype. Then newspaper editors, radio farm editors and radio announcers take the reports from the news service teletypes, edit that information and publish or voice it for their readers and listeners. There are chances for errors or introduction of bias by deletion at three points: (1) When copied by the teletype operator, (2) when edited, and (3) when set into type or broadcast by the announcer.

Slight typographical errors in price reports may cause serious mistakes on the part of farmers. Gross errors usually are recognized as such and thus are not so apt to cause marketing mistakes. The most serious effect of editing is that which results in the deletion of important information from the report. Market reporters make their reports as brief as they feel the condition of the market warrants. Each part of their report is important to some of the farmers who sell or are considering selling each day. If prices of certain commodities or grades are deleted, the service of the reporter has been reduced. If the reports of certain markets are deleted, farmers cannot have complete market information. They will not be as well informed as others who use the service of another editor providing the complete report.

Transmitting market news by FM radio facsimile suggests itself as a further refinement in providing market information to farmers. This method would not interfere with the audible airwaves, would provide the market news in printed form on paper and would eliminate all error beyond the originating market news office.

Facsimile is a rapid method of transmitting any copy that may be put on paper. Pictures, drawings, printed or typewritten material may be sent to facsimile receivers from facsimile transmitters over the phantom or supersonic waves on staticless FM circuits while an FM program of entertainment is in progress. This two-system method is called multiplexing.

Market news reports would be placed on a drum at the transmitter and as the material is scanned in one electronic operation it is reproduced on special paper at receivers located on farms. When large numbers of receivers are produced, these facsimile receivers will be a relatively inexpensive attachment to FM receivers.

Facsimile market news transmission may be sufficiently in the public interest to make government transmission worthwhile. By this technique the Federal or Federal-State Market News Services might contract for market news transmission over FM radio facsimile transmitters located throughout the principal agricultural production areas. FM stations in operation could provide the transmitters and the broadcast time. The remainder of the operation would be quite simple.

The market news reports would be prepared and checked in the market news office serving each farming area in which a network of FM radio facsimile stations had been arranged. Then the reports would be sent by facsimile over a closed circuit to those stations. This might be compared with the way in which wirephoto pictures are transmitted to a large number of newspapers at one time. Upon receipt of the copy on the closed circuit facsimile receivers, a

member of the FM radio facsimile station staff would place the market report upon the scanning drum of their transmitter for broadcast to the farmers in the station coverage area who owned FM radio facsimile receivers.

FM radio facsimile provides radio stations with an additional medium for increasing their gross income. The regular FM program of entertainment and service can continue without interruption because facsimile travels in the supersonic waves. The periods of the day which are not contracted to the market news services could be used for transmission of other material either commercial or not. Thus, news, the weather maps, advertisements requiring pictures and news pictures could be transmitted over FM radio facsimile. In this way the income possibilities of the FM radio station would be increased.

At present Iowa is well supplied with FM stations which could reach a large number of farms.

In January, 1951, there were 21 FM stations located so that the equivalent of all farmers in 84¹ of Iowa's 99 counties had FM radio reception provided they had FM radios.

The limitations of FM radio facsimile market news dissemination include: (1) The limited number of FM sets in use. Those numbers are increasing as old AM radios are replaced. (2) The high first

¹ Areas of dependable satisfactory radio reception. FM vs. AM. Tele Tech. Vol. 8, Part 2. August 1949. Cover insert showing FM areas of 100 microvolts/m or more. Map brought up to January 1951 by addition of appropriate area for KATL FM/Storm Lake which started broadcasting in 1950.

cost of installing FM radio facsimile transmitter equipment at FM stations. (3) The limited area of FM radio coverage. The radius that is effective amounts to the line of sight distance from the transmitter antenna to the horizon which may be 35 to 70 miles depending upon the terrain and height of the antenna.¹ (4) The cost of installing facsimile receivers. This has been estimated at \$35 to \$60 if large numbers of facsimile receivers were to be built.²

The advantages of FM radio facsimile market news dissemination under this plan include: (1) All farmers properly equipped would get the same transmission of information. Thus all would be equally acquainted with the market conditions during the marketing day. (2) Would provide a permanent record which farmers have for reference as soon as convenient when they are unable to receive the transmission as it comes through. (3) Would provide Market News Service control over accuracy from the market reporters in the market to the farmer making marketing plans on the basis of those reports.

On the above three counts market news by FM radio facsimile would be extremely worthwhile. It is here suggested that the market news services consider testing some such system as the above for extending their market news disseminating services.

¹ Hills, Lee and Sullivan, T. J. Facsimile. New York. McGraw-Hill Book Co., Inc. 1949. p. 54.

² Hull, R. D. Director. WOI-FM. Ames, Iowa (Private communication.) 1950.

6. Television market news

No estimate has been made of the number of farmers who have television sets in Iowa. However, an estimated 38,000 or 19 percent of Iowa's farmers live within 50 miles radius of the transmitters of the five stations serving any Iowa farmers.

Market news by television would add something farmers need in order to get more nearly perfect information. That something is a view of the product. The farmer can better estimate the value of his product when he compares his product with those like it on the various markets. This view of the product when supplemented by unbiased price and market trend information would give farmers nearly all of the knowledge they could get by visiting the markets.

Cattle markets especially need this new medium for showing farmers what products are receiving various prices. Prices in other commodities are more easily identified with well known grades. For that reason view of the sales on the sales block are not so necessary for other products.

Cattle prices, however, vary widely within grades.¹ For this reason farmers could get a better estimate of the market for their

¹ The Des Moines Register of March 3, 1951, page 10, reported Chicago prices for good to choice barrows and gilts weighing 240 to 270 lbs. at \$22.25 to \$22.50, a difference of 25¢ between highest and lowest priced sale in that class of hogs. In contrast, cattle prices within weight classes varied by several dollars. For instance, choice 700 to 900 lb. slaughter steer sales were quoted at \$35.00 to \$39.50, a difference of \$4.50. Good grade 700 to 900 lb. slaughter steers were quoted at \$33.00 to \$35.25, a difference of \$2.25. The quotation on common-medium vealers, all weights, was even less useful, from \$28.00 to \$36.00 per cwt. or \$8.00.

products if they could see the cattle that brought the various prices. Here again the important classes to show by television will not be the high priced lots, but those bringing other prices including the lowest prices. The necessity for complete prices is paramount.

Considerable information would be provided by reporting the slaughter and feeder cattle traded on the terminal markets. The terminal markets also would be simplest to report by television because television stations at present are located in the same cities as many terminal markets.

A television market news program for cattle might best be developed as a noon network feature. In this program the market news specialist in Ames for instance would connect with the Chicago television network station where motion pictures would be shown of representative lots of all classes of cattle sold the same morning in Chicago. Next a similar connection would be made with East St. Louis, Illinois, Kansas City, Missouri, Omaha, Nebraska, and South St. Paul, Minnesota.

Each of these motion pictures would be taken in a special motion picture camera pen located beyond the point where the cattle are weighed. There a large display board above the cattle may show the actual weight per head and the price per hundredweight paid for the cattle. Without color television, an additional card should show the apparent breeding of the lot. Thus a typical card would read: "Ave. Wt. 1,100 lbs. Price \$34.75 per cwt. Breeding: Hereford-shorthorn." Another shot would show canner grade cows with the

legend, "Ave. Wt. 900 lbs. Price \$19.25 per cwt. Breeding: Mixed."

The value of televised cattle market reports has been mentioned above. There are also some obstacles to televised cattle market news. One is the small percentage of the audience that might be interested and a second objection is that picture reception is not always accurate.

The few television stations now in operation try to serve the broadest possible group of viewers. The number of Iowa farmers having cattle ready to sell at any one time is of course much smaller than the number of farmers with television sets. Also, only a small number of farmers can watch television compared to the number of urban dwellers viewing television. This is true because all of the presently operating television stations serving Iowa are located so that they will serve densely populated metropolitan areas as well as the more sparsely settled rural areas. As the number of television stations increases, more stations should direct their programs to farm audiences and provide adequate farm production and marketing information.

Work is now underway to develop filmed television programs on farm products marketing that would span the interests of both farmers and consumers.* Such programs would be suitable for presentation to the whole audience of the television stations now in operation.

* Iowa Agricultural Experiment Station Project 1031, Iowa State College, 1951-52. Ames, Iowa.

Distortion which may occur in improperly adjusted receiving sets reduces the fidelity of the view. Under these conditions it may as yet be impractical for some farmers to try to compare what they see on the picture tube with the cattle they have in their farm pens.

Line graphs are currently used to explain market changes to television audiences. By this method the specialist may show changes in price each day. As each day's price for each commodity is placed on the graphs or diagrams, the trend for the past month, season and year develop for the viewer. Thus the viewer may see at a glance just how much change has taken place and how fast it occurred during the period shown on the graph.

Information that could be shown on line graphs for television presentation might include the following:

1. Prices for representative grades of commodities bought and sold by farmers.
2. Prices at wholesale and retail for representative grades of commodities sold by farmers.
3. Volume of receipts of market supplies of each commodity.

The above information might be placed on line graphs in such a way that viewers may see the following relationships.

1. Changes in price margins between grades.
2. Changes in relationship between prices at the farm, at wholesale and at retail.
3. Changes in relationship between prices of various products farmers produce.

4. Changes in relationship between prices of feed constituents farmers buy or produce for their own use.

5. Prices of one commodity at several markets to show changes in margins between markets that buy from farmers.

The method of televising marketing information on graphs is practical and inexpensive. This information can be produced at any television station having press association teletype service. Considering the need for making such programs interesting to larger audiences, it is possible to combine marketing advice for consumers with farm marketing information.

For the above reasons it is recommended that such programs be produced by television stations to increase the amount of market information among the farmers who have television available to them.

VII. SUMMARY

The purpose of this study is (1) to determine how Iowa farmers get market news, (2) to determine how they would like to change market news and (3) to propose market news dissemination improvements that would place more nearly perfect market information in the hands of farmers. This study is the result of a survey of 600 Iowa farmers in April and May 1949. The study deals with ways farmers used hog, cream or egg market news in their most recent sale of these products prior to their interview.

Farmers may get varying qualities of market information for each commodity by listening to radio, reading newspapers and telephoning buyers. Ninety-eight percent of these farmers had radios. Ninety percent took daily newspapers and 84 to 87 percent had telephone service at their farms.

A. How Farmers Marketing Hogs Obtained Market News

Nearly all the farmers who marketed hogs listened to radio market news from day to day before selling. Half read newspaper market news and nearly half phoned buyers for advice the day they sold hogs.

These farmers listened to market reports about twice a day. Forty-three percent listened to the noon farm program on WHO, Des Moines. The second and third largest numbers listened to two WOI,

Ames, programs at 10:30 a.m. and 9:45 a.m. daily. All three programs contained interior and terminal hog market news.

Most listened to hog markets at noon. About half listened to hog market news between 8:34 a.m. and 11 a.m., the early hours of trading on most markets.

Sixty-seven percent of the hog sellers had someone listen to hog market news for them when they could not be at a radio. This is considered indicative of the emphasis hog farmers place on getting radio market news.

Half the hog sellers read market news in daily newspapers. They mentioned reading market news in 29 daily newspapers. Sixteen percent named the Des Moines Register.

Seventy-nine percent of the hog sellers said they paid attention to the reports of terminal hog markets and sixty-eight percent paid attention to interior hog market reports. Half paid attention to two or more markets when preparing to sell hogs.

Less than half the farmers selling hogs phoned buyers the day of sale. Two-thirds of those called just one buyer that day.

Eighty-six percent of the hog sellers said radio was the "way of getting market news . . . depended on most".

B. How Farmers Marketing Cream and Eggs Used Market News

Only a few farmers selling cream or eggs referred to market news during the month prior to interview. Twenty percent of the egg sellers and less than ten percent of the cream sellers listened to radio market reports on those products. Less than a tenth of either group read market news or called buyers for market information.

Of those who listened, most listened at noon. A few listened to mid-morning reports.

Farmers mentioned getting cream and egg information from 21 daily newspapers, but none more than another.

About 30 percent paid attention to local cream and egg market prices. Sixteen percent of the egg sellers and ten percent of the cream sellers paid attention to terminal market prices.

When asked what way of getting marketing information they depended on most over 50 percent said they depended on no source. Ten to fifteen percent of the cream sellers mentioned either neighbors and businessmen, newspapers or radio. About a quarter of the egg sellers depended most on neighbors and businessmen for market information. Under 20 percent depended most for market news on phone calls to egg buyers or radio.

C. Kinds of Market Reports Preferred

Sixty-seven percent of the farmers who marketed any of six commodities said they preferred a radio or newspaper report which provides a "complete summary of the market, including top, range and lows." The complete summary is most likely to give farmers information on the particular product and grade they have for sale.

Eighteen percent of all farmers said they preferred a radio or newspaper report which tells the "price range for the grade making up the bulk of sales." Ten percent preferred a report of the "top price for the day on a single market or the top market."

D. Farmers' Suggestions for Changing Market News

Twelve percent of the farmers wanted either market reports on more grades, more commodities or more market points including local markets near their farms. A few wanted more explanations of change in market prices.

Some requested earlier market news broadcasts and summaries at noon or night. A few said newspapers and radio should be more accurate, more understandable and provide more up to date reports.

E. Proposed Improvements in Market News Dissemination

Certain suggestions for improving market news dissemination were developed from the study.

1. Complete market news

The reports should:

(1) Cover all commodities sold in the coverage area of the medium. (2) Cover all grades and weight classes of the commodities reported. (3) Cover all market places where farm products from the area are sold, including terminal markets as well as local buyers and processing plants. (4) Cover supplies of products on sale, volume sold, prices paid and changes in prices paid during marketing day. (5) Cover the feedstuffs market. (6) Cover wholesale meat trade.

2. Radio Stations

One large coverage radio station in every area should broadcast complete market news for all markets serving the area. One small coverage radio station in every town should broadcast local market reports. The broadcasts should be scheduled (1) The same time every day. (2) As early and as often as the broadcaster can depend on getting fresh market news. (3) When farmers would not be listening to another market news broadcast on like products.

Reports should be read in an accurate and understandable manner in such order that all markets on one commodity are reported before the next commodity report begins.

3. Daily newspapers

Complete terminal, interior and local market news should be published by each of the daily newspapers since 80 percent of the daily newspaper subscribers among farm operators take but one daily newspaper.

Newspapers should use tabular form showing all markets for one commodity or grade on one line as well as text or narrative copy for market trend information.

4. Other media

Weekly newspapers should publish general market reviews along with current local market prices.

Government mimeographed market reports should be modernized and add explanations of changes in market conditions where possible. Their availability should be publicized to increase circulation.

FM radio facsimile is suggested for Federal and Federal-State Market News Service operation using the facilities of existing FM stations. This would involve sending the market reports to farmers' FM facsimile receivers over supersonic radio waves while normal audible FM radio programs are in progress. In 1950, FM stations were located over Iowa in such a way that FM facsimile could have

reached the equivalent of all farmers in 84 of Iowa's 99 counties. Facsimile would give all farmers identical market information in permanently readable form. If the market news services used this method they would know that farmers were receiving all the information prepared for them.

Televised views of cattle sold at terminal markets are suggested. Television may also be used to show line graphs of trend information.

It is anticipated that the adoption of any or all of these measures would provide more nearly perfect market information for farmers.

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